

ELECTRICAL MERCHANDISING

APRIL • 1952

McGRAW-HILL PUBLISHING CO., Inc.
PRICE FIFTY CENTS





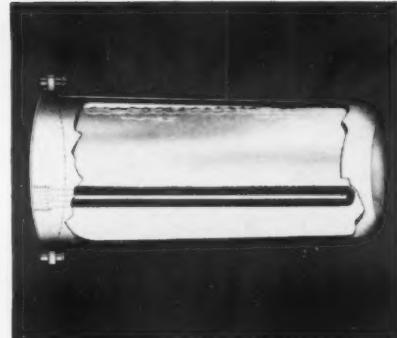
1 COMPLETELY MOBILE! FULLY AUTOMATIC! Rolls up to sink—attaches to faucet—no costly installation, no plumbing!



2 FREES FAUCET DURING OPERATION! New universal faucet connection fits any faucet. Tank fills in less than one minute, leaving faucet and sink free for other use.



4 QUICK, SPOTLESS DRYING! Lid opens automatically for efficient air-drying. Dishes dry in their own heat, leaving them sparkling, hygienically clean.



3 FAMOUS DISH-A-MATIC BUILT-IN TANK! Heater-Storage tank holds 4 gals.—enough for complete operation—superheats the water! Exclusive temperature-controlled start! Water reaches 160° before unit operates for wash cycle—180° for first rinse—190° for second!



5 COUNTER HEIGHT! Tucks neatly away between other kitchen appliances. Compact—only 24 x 19 x 36" high. If desired, can be made a permanent kitchen fixture.

New Apex DISH-A-MATIC *Roll-A-Way* Dishwasher

—the ONLY mobile dishwasher with every feature of installed types plus built-in tank that superheats water to 190°!

NO INSTALLATION COSTS—NO PLUMBING! Now—for the first time—you can sell automatic dishwashing to the mass market. This is the first automatic dishwasher designed to meet the needs of the 45 per cent of U. S. families who live in apartments or rented dwellings, as well as millions of average families

who live in small homes. This new Apex Roll-A-Way is mobile, fits into any size kitchen, has every feature of permanent type models, and is priced within reach of the average family. Plan now to cash in on the huge untapped dishwasher market, here's the one product that will really bring in those extra profits.



Apex Dish-A-Matic Dishwasher Sink and Cabinet Model

America's No. 1 Dishwashers! Both have the famous Apex built-in hot water tank that boosts water to 180° for hygienic, clean washing and rinsing and spotless drying. Sink model available with APEX WASTE-A-MATIC, Food Waste Disposer that gets rid of garbage electrically, hygienically. Fits any standard 3 1/2 to 4 inch sink drain.

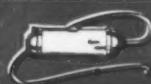
APEX HOUR-SAVING APPLIANCES

THE APEX ELECTRICAL MANUFACTURING COMPANY • CLEVELAND 10, OHIO

TO APEX DEALERS

We're confident your sales will bear out our belief that in the new Apex DISH-A-MATIC Roll-A-Way we have scooped the industry. For the first time this new unit definitely opens the door to mass selling of automatic dishwashing. Every homemaker is now a prospect. Display the unit prominently; demonstrate it constantly and you'll reap those extra profits from volume dishwasher sales.

Adcock
Vice President



Electrical Merchandising

Vol. 84

No. 4



The Cover . . .

That look of smug self-satisfaction on the face of artist Gordon Draper's dowager simply means that she's finally discovered a way to give expensive looking presents that really aren't. Naturally, the electric housewares salesman is pleased, too.

ELECTRICAL MERCHANDISING

April, 1952 Vol. 84, No. 4

Published monthly by McGraw-Hill Publishing Company, Inc., James H. McGraw (1860-1948), Founder. Publication Office, 99-129 North Broadway, Albany 1, N. Y.

Executive, Editorial and Advertising Offices: McGraw-Hill Building, 330 W. 42nd St., New York 36, N. Y. Curtis W. McGraw, President; Willard Chevalier, Executive Vice-President; Joseph A. Gerardi, Vice-President and Treasurer; John J. Cooke, Secretary; Paul Montgomery, Senior Vice-President, Publications Division; Ralph B. Smith, Editorial Director; Nelson Bond, Vice-President and Director of Advertising; J. E. Blackburn, Jr., Vice-President and Director of Circulation.

Subscriptions: Address correspondence to Electrical Merchandising Subscription Service, 330 W. 42nd St., New York 36, N. Y. Allow ten days for change of address.

Subscriptions are solicited only from persons engaged in the manufacture or sale of household electrical appliances, television and radio. Position and company connection must be indicated on subscription orders.

Guarantee: Paid subscription contracts may be cancelled at any time on direct request of the subscriber to the New York office and a refund will be made for the balance of service due.

Single copies 50 cents. Subscription price in the United States and possessions: \$2.00 for one year, \$3.00 for two years, \$4.00 for three years. Canada: \$4.00 for one year, \$6.00 for two years, \$8.00 for three years; payable in Canadian funds at par. Pan American countries, and the Philippines: \$10.00 for one year, \$16.00 for two years, \$20.00 for three years. All other countries: \$15.00 for one year, \$30.00 for three years. Entered as second-class matter August 22, 1936, at the Post Office at Albany, N. Y., under Act of March 3, 1879. Printed in U. S. A. Cable address "McGraw-Hill," New York. Member A. B. P. Member A. B. C. Copyright 1952 by McGraw-Hill Publishing Co., Inc., 330 West 42nd St., New York 36, N. Y. All rights reserved.

A McGRAW-HILL PUBLICATION

H. W. MATEER, Publisher

LAURENCE WRAY, Editor

ROBERT W. ARMSTRONG, Managing Editor • ANNA A. NOONE, New Products Editor • MARGUERITE COOK, Director of Research • JAMES BOLGER, Assistant Editor • TED WEBER, News Editor • JOHN DECKER, Assistant Research Director • HARRY PHILLIPS, Art Director • DEXTER KEEZER, Director of Economics Dept. • W. W. MACDONALD, Consulting TV-Radio Editor • TOM F. BLACKBURN, Chicago, Editor, 520 N. Michigan Ave. • MARTHA ALEXANDER, Editorial Assistant, Chicago • FRANK A. MUTH, Cleveland Editor • CLOTILDE GRUNSKY TAYLOR, San Francisco Editor, 68 Post St. • HOWARD J. EMERSON, Associate Editor, Pacific States, 68 Post St., San Francisco • AMASA B. WINDHAM, Southern Editor • RUSSELL F. ANDERSON, Editor, World News • GEORGE B. BRYANT, JR., Washington News Bureau.

HARRY C. HAHN, Sales Manager

HARRY R. DENMEAD, New York 36 • WILLIAM S. HODGKINSON, Boston 16 • R. A. WERTH, ED. BRENNAN, Chicago 11 • J. L. PHILLIPS, Cleveland 15 • F. P. COYLE, Philadelphia 2 • CARL DYSINGER, Los Angeles 17 • RALPH MAULSBY, Atlanta 3 • T. H. CARMODY, San Francisco 4 • JAMES H. CASH, Dallas 1.

CONTENTS • APRIL 1952

The National Appliance-Radio-TV Picture	5
Economic Currents	By McGraw-Hill Dept of Economics 16
Iron Get a "Major Appliance" Promotion	By Howard Emerson 71
A \$50 promotion in a high-saturation area made \$500 right away for H. L. Miller, Pasadena, Cal.	
You're In the Gift Business	By John A. Sullivan 74
How to Tie in with the National Campaign	By J. P. McIlhenney 75
Two promotion experts tell you how to take advantage of NEMA's electric housewares drive.	
Their Dealers Sell More Housewares	By Frank A. Muth 76
Year 'round assistance from Mansfield Hardware & Supply helps small Ohio dealers sell housewares.	
TV Is a Salesman	78
A dealer's sales of one item went from zero to 465 through a distributor's Los Angeles TV show.	
Water Heaters in a Hurry	82
Hot prospects never get cold with the follow-up Home Appliances, Charlotte, N. C., uses.	
How to Beat the Collection Agency Racket	84
The collection bums are sharp but legal. Know their dodges before you sign up.	
Tips on Tools for Washer Repair	By Tom F. Blackburn 85
There's New Business in the New Housewares	By Anna A. Noone 88
New jobs performed in new ways by new appliances mean new traffic and profits for dealers.	
TV Is a Major Appliance	90
Sell on the basis of saving work, worry and money, says General Appliance, Louisville, Ky.	
Incentive Gets Sales	By A. B. Windham 94
Salesman contests boost volume in the off seasons for Hammond-Brown-Jennings, Spartanburg, S. C.	
They Make Friends with Small Appliances	By Clotilde G. Taylor 96
Neighborhood, good repairs and special services do the job for this Mill Valley, Cal., dealer.	
Why One Utility Pushes Small Appliances	98
Here's why electric housewares outsell majors two to one at Philadelphia Electric Co.	
One Promotion a Year	111
Open house for old customers at Rogers Appliance Center, Maumee, O., returns about \$15,000 a year.	
He Sells by the Book	121
The rules laid down by the appliance pioneers work for George Wagner, Austin, Minn.	
"Mother of the Year"	By D. E. Urner 122
Women's organizations helped boost dishwasher sales in Urner's Bakersfield, Calif., contest.	
Electrical Appliances News—New Products	135
News	201
Scheduled Meetings	202
EDITORIAL: TV Margins	Facing Inside Back Cover

INTERNATIONAL COVERAGE BY



NOW! it's extra money for Westinghouse



NEW GUARANTEED VALUE TRADE-IN PLAN

Provides a Tested, Timely Tonic for Refrigeration Sales

No longer need a Westinghouse retailer make only *one* profit on a refrigerator sale. He can make a *double* profit by taking and then selling a trade-in. And Westinghouse retailers will get the cream of the trade-ins because more and more homemakers are eager to own a Frost-Free. In fact, they are so sold on the only 100% completely automatic refrigerator that they willingly trade in refrigerators only a few years old.

Frost-Free is obsoleting thousands of conventional refrigerators still in warranty!

How to handle the trade-in . . . move it in and out, fast . . . is all covered by the Westinghouse Guaranteed Value Trade-in Plan.

This field-tested and proved plan not only helps Westinghouse retailers sell *more new refrigerators*, but it supplies all the training material, promotion and point-of-sale items they need to establish a sound and profitable used refrigerator business.

The plan is simple and inexpensive to operate . . . entirely flexible to fit the requirements of all retailers large or small. Get full details from your Westinghouse Distributor. He can put you on the road to this juicy plus business . . . make two profits grow where one grew before.

Another reason why your Westinghouse franchise is so valuable and why—

you CAN BE SURE...IF IT'S Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION • Electric Appliance Division • Mansfield, Ohio



in BOTH POCKETS

Retailers

\$ \$ \$ \$ \$ \$ \$ \$

WESTINGHOUSE

Frost-Free

WESTINGHOUSE

WESTINGHOUSE

140

FROST-FREE
SALES

TRADE-IN
SALES

...of course, it's electric!

TOASTER

REFRIGERATOR

RANGE

ELECTRIC GRIDDLE

FOOD CHAFER

LAUNDROMAT

HOME FREEZER



Quality Styling Features } at **1952 LOWEST PRICES**

NEW!

Gibson

NEW!



ANNOUNCING

NEW!

Full Width Freez'r Locker
HOLDS OVER 45 LBS.—
CUTS SHOPPING TRIPS

Model
932



TWO OVENS!

Who else offers a TWO OVEN electric range beauty with such sales-pulling exclusive features at this low price? You'd be mighty proud to have this gorgeous 40-inch, 2-Oven range in your own kitchen—but, at this dramatically low price, your customers won't let you. They'll almost take it away from you! *ConSealed* lower oven units, high speed smokeless broiler, concealed oven vent are only a few of its wealth of features!

ConSealed Oven Units
SAFER—CLEANER BECAUSE FOODS
DON'T SPILL ONTO IT

Gibson

MORE THAN 6,000,000 HOME APPLIANCES PROVED IN USE THROUGHOUT THE WORLD SINCE 1877

THERE'S A GIBSON ELECTRIC RANGE, REFRIGERATOR, FREEZER FOR EVERY CUSTOMER AT A PRICE FOR EVERY PURSE

WHY WAIT? GET THE FACTS NOW! **GIBSON REFRIGERATOR COMPANY**
GREENVILLE • MICHIGAN

1952

LOWEST PRICES

**NEW PROMOTION PUTS Gibson
DEALERS IN TOP COMPETITIVE POSITION
WITH MORE NET PROFITS!**

**LOWEST PRICED 9 cu. ft.
AUTOMATIC DEFROST!**

Who else offers a top quality 9 cu. ft. AUTOMATIC DEFROSTING electric refrigerator at anywhere near this low price? Not a "stripped" model—not a 6- or 7-cu. ft. "midget"—but a big, family-size 9 cu. ft. De Luxe beauty with Gibson Defrost-Matic, 53 lb. full width Freez'r Locker, exclusive Swing'r Crisp'r and other quality features to put *Gibson* dealers way ahead in sales!

**BIG 9 cu. ft. WITH
FREEZ'R LOCKER!**

Who else offers a FULL WIDTH Freez'r Locker, 9 cu. ft., "featureful" refrigerator at a price so low? This dazzling beauty with 1952 "high style" sets a new standard for fast sellers in the lower price range because it offers true *Gibson* quality at a figure actually lower than many list for just ordinary "boxes". Properly displayed and demonstrated, it steals the play from any rival, any time!

NEW!



Model J

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

ONE New Jersey dealer will never again believe that discount selling is a localized evil. Returning from a trip to the West Coast, where he went as a guest of his manufacturer, he reported with shock that "they're even giving 20 off in Hawaii!"

Asked if he thought that small towns and rural areas would eventually become infected with price cutting, he answered, "Look, everybody has a cousin and everybody's cousin has bought some appliance at 15 or 20 off. Now, are you going to pay list if your cousins are getting it for less?"

And that's not all. "Everybody I know is screaming," he declares. "Expenses are high and profits are low. Salaries, rents, telephones, gasoline, truck repairs—all are going up. There's been so much advertising of \$100 for a trade-in that now all consumers think they can get that much for any old item. The big dealers, with their discounts, fantastic prices and deals, are swallowing the little fellows . . . Where's it going to end? There'll be a lot less dealers and those that are left will be the big, tough dealers. To compete with each other they'll need even better deals than they get now and they'll put the squeeze on the distributors to get them. Then it will be the wholesalers' turn to cry and wriggle."

One More Gripe? On its face, it's just another dealer blast at industry malpractices, even though it comes from a good retailer who does \$250,000 a year.

But two factors make it important: (1) more and more dealers are standing up to make similar protests and (2) more and more dealers are throw-

ing in the towel of legitimacy and, like this retailer, meeting price cuts with price cuts.

Some, like the Appliance Dealers Assn. of Stamford, Conn., are expressing their dissatisfaction through group advertising in trade journals. Others, like the protestant above, have decided that they cannot compete by maintaining the manufacturers' suggested list prices and so will attempt to preserve their net through expanded volume. Like our friend. "My best seller," he says, "is a two-door refrigerator which lists for around \$510. I have to sell it for as low as \$420 or \$415. I'd rather sell one refrigerator at list than two at a price, but it is impossible. I can't do it. If I tried to sell everything at list price I wouldn't do \$50,000 a year. I'd go broke." His theory is that, because of the high percentage of fixed costs like rent and salaries, overhead doesn't go up very much when volume increases, and that by increasing his volume and keeping costs down he can make a profit despite price cuts.

Whether he can or not, he is not the only dealer that's giving it a try, nor the only dealer that's complaining about the conditions which seem to make it necessary. And he is not the only dealer who feels that some sort of an industry shakedown can't be too far off.

Tough Selling. February sales volume was not calculated to raise the cheerfulness level of eastern retailers, either. Said a conservative Bostonian, "We are somewhat handicapped by the pressure of increased income taxes on all classes of customers and including both state and Federal impositions." For the second year in a row, Massachusetts forced all taxpayers to come across with the entire year's tax in one big payment. Massachusetts and New England communities hit by the textile slump are obviously not good markets for appliances and heavy February snows put the brake on sales in some rural areas. Despite slow sales, however, dealers in central New England express optimism. TV sales are continuing well in the Boston area. Dryer demand exceeds the supply and air conditioners—in areas away from the coast line—promise to sell well.

Buffalo Uptown. Two retailers in the Buffalo, N. Y. area report that sales improved in the last two weeks of February. Three out of four agree that white goods are outselling TV and, although business is not up to

"the inflated 1950 level", dealers here are optimistic, too. As one puts it, "The type of business we are now getting looks more solid and people are easier to close. We feel that TV won't die out in the spring and summer, but that the election will give it new impetus." He adds, however, that profits are not too good and that "you have to shave your margin to close deals in this very competitive market."

Not by Price Alone. Out on Long Island, N. Y., an arena where only the best gladiators have much of a chance, the "big boys", says one report, are still buying merchandise on a deal basis and in carload lots. Now, however, they are not satisfied with special prices, but are demanding, and getting, extra advertising allowances, sometimes forcing distributors to pay up as much as 80 percent of their advertising costs.

Ads in Long Island papers still push the "name your own price" theme and one dealer there even offered an extra reconditioned TV set for one cent with every purchase of a new set.

Nothing But Price. Down in Washington, D. C., merchants celebrated Washington's Birthday with the traditional sale, offering such items as irons, toasters, waffle irons, fans, lamps, and sandwich grills for nine cents each, seven-inch television sets for 99 cents, reconditioned washers for \$8.88, and refrigerator trade-ins for \$19.

Despite the thousands of people the annual event brings out, February sales were generally down. One wholesaler finds a good demand for washers and dryers, an increased interest in electric housewares. Another distributor, although disturbed by a decline in freezer sales and the repressive effects of income tax due-dates, finds that dryers are moving faster than anything else. A retail chain reports television the fastest mover.

Bright Spot. Washington business men, like most others throughout the East, now claim that inventories are in pretty good shape. Says one Washington dealer, "Inventories are down somewhat lower than they have been in the past year." A Buffalo merchant reports, "We are keeping our stocks down right across the board and now have only 1952 stocks."

And from New Jersey a dealer declares in an ecstasy unknown since 1950, "I am absolutely beautiful on white goods."

The Midwest



By TOM F. BLACKBURN

CHIEF thing to report for recent weeks is the growing pressure on prices.

A Chicago distributor who recently held his annual showing was amazed to discover that most of his business was on lower priced 1951 models. Herpolsheimer's in Grand Rapids offered 20-inch television sets at \$158 plus \$30 for excise tax and installation; 95 were sold the first day. At Toudouze's, San Antonio, Texas, the leading refrigerator is a 1951 model.

In the Kansas Gas & Electric Co. territory dealer reports for January, 1952, compared to January, 1951, show that only clothes dryers (66 to 107), ironers (91 to 106), television (37 to 113), and automatic washers (296 to 318) are ahead of the previous year's sales.

For a long time reports have been percolating up from San Antonio, Texas, telling of the tremendous job done down there on refrigerators and spinner washers. In fact, one manufacturer encouraged his dealers to go to San Antonio to find out how to sell.

Market No Longer Virgin. Curiosity led this reporter to visit the land where records were set, and he can report that the shooting is just about over. What really happened was that World War II gave a segment of the population a lot of purchasing power which they didn't enjoy before the war. Since the market was almost completely unsaturated, spinner washers were dropped off trucks at 85 percent of the homes in many blocks.

But dealers are getting a lot of reverts now from the no-money-down buyers and having to clean them up for resale.

Walter Meyer, one of the heads of

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 5



THE OLDEST NAME IN ELECTRIC IRONS

58 Continuous Years of Fine Craftsmanship
Pride of Brides for Three Generations

YOUR DISTRIBUTOR KNOWS - Ask Him Now!

American Beauty

ELECTRIC IRON

AMERICA'S STANDARD-OF-EXCELLENCE IN
PRECISION-INSTRUMENT ELECTRIC IRONS

SINCE 1894

AMERICAN ELECTRICAL HEATER COMPANY • DETROIT 2

the dealer association in San Antonio, reports that three out of ten refrigerators coming in today are junkers, and it is not safe to accept a refrigerator over ten years old. Moving causes them to fall to pieces. The other day a distributor in San Antonio offered to rebuild trade-ins. There were few takers because once you pile on a lot of costs in rebuilding, you cannot sell at a price which will move the box. Trade-ins inspected were marked at from \$39 to \$75.

Tendency in the South is for dealers to set them out under a porch where people can sneak up and look them over. A lot of folks are embarrassed over the idea of being caught purchasing a second hand appliance.

No Nailing Down. There is no nailing stuff to the floor any more in the Middle West. Offer a price item and customers will come in carrying the ad and demanding that particular bit of merchandise.

Television in the Middle West offers a problem which distributors and leading dealers are surprised that manufacturers do not solve.

One hot shot television distributor reported that in 1951 his gross sales were down one-half of one percent and his profit was down 50 percent. Most of this came from a drop in price on television when he was holding a big inventory. He had to take his loss. He is now plugging for gradual release of new models. The secret of television is turnover, but obsolescence is the catch in the whole affair, he says. There must be an elimination of yearly change of models and a stringing out of the new ones.

There is a growing demand that dealers be given a legitimate profit. Big stores are particularly insistent on this. Unfortunately there are a lot of little dealers throughout the Middle West who can live on \$25 a day and whose owners are content to be self-employed. With the short margin of profit on appliances, plus the fact that the lush days are over, distributors report that they find the going tougher with dealers who are diversified.

Distributors Squeezed. Distributors say they are in a quandary themselves. Most of them have put up big plants with auditoriums, cafeterias, parking lots, service departments, and they find the margin is pressing tighter and tighter. In fact, two told this writer that what profit they were making came from heating equipment and kitchens.

It was expected by many veterans in the appliance industry that after the boom period was over, the appliance business would follow the pattern laid down by furniture. Furniture takes into consideration the fact that a family only replaces it once in its lifetime, and has a margin of profit big enough for to pay for this

wait on the part of a dealer. However, it does not appear that the historic pattern is being followed.

Most distributors envisage a tooth and toenail fight between brands for survival the moment that restrictions on production are removed. They are eager to align themselves with brands that they think will survive.

A new competitive cutie has appeared in the Ozarks. You buy a radio record player from a dealer. Then he brings out a gallon jug filled with water. In the bottom, centered, is a little cream holder about $\frac{1}{2}$ -inch wide. You take a penny and drop it into the water. If you hit the cream pitcher you get a \$25 set of records free. If you miss, you buy the records as an add-on sale with the record player. Mathematics of the deal is that about one time in 12 you are able to hit the cream holder. It looks deceptively easy, but that dropped penny is likely to travel anywhere in the water.

Kallison's, in San Antonio, have an idea that can be worked with any dealer who desires cultivating local or farm trade. Kallison's bulletin board permits customers to put up free ads to sell calves, buy pigs, get rid of old equipment, dispose of fryers, etc.

Banner Year for Coolers. Distributors are saying that this year the window type room cooler is going to go to town. One San Antonio distributor estimates that he can sell a room cooler to every family that owns an electric refrigerator. Which is putting it pretty strong, declares another competitor, who thinks he will do business only with families with incomes of \$4,000 and up. It is an almost service-free item, and the main trick seems to be the know-how to install it in a window and make a tight fit. There is an unsaturated market waiting, and the same talent which can move refrigerators can handle this plug-in appliance.

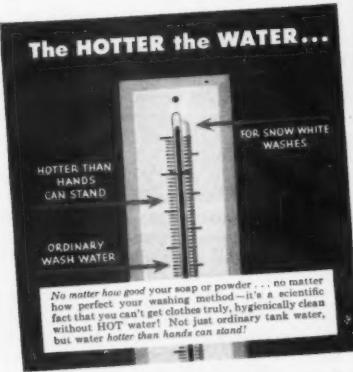
A Little Rock banker commented that so far this year business has dropped about 12 percent in his area. Oddly enough, 12 percent is said to be the increased take of the income tax. High taxes are hurting business the



"THE WAY THOSE DAMES LOOK IN THE MORNING—AND TO HAVE TO COMPLIMENT 'EM YET!"

In 5 short weeks

THE APPLIANCE SENSATION of '52



New *Snow White* Bendix with Magic Heater
Makes Wash Water Hotter-
Keeps it Hot - gets clothes cleaner!

Ladies, it's here! It's the new *Snow White* Bendix with its own Magic Heater! It gives you all the advantages of famed tumble-action washing plus the laundry marvel of the age—a built-in magic heater—at no extra cost! All you do is set the dial for hot water washing and the heater comes on automatically when the tub is filled. Thus it makes wash water hotter, keeps it hot, gets clothes cleaner than any other washer possibly could! When its job is done, the heater shuts off automatically.

No fuss, no worry! Operates for only a few pennies a year!

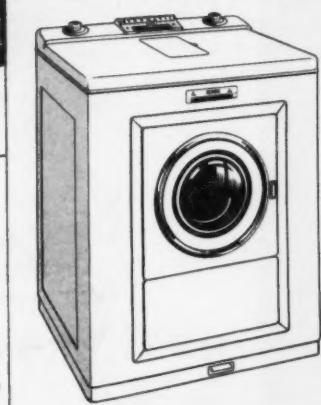
This New *Snow White* Bendix launders up to 9 pounds of clothes, washes, triple-rinses, damp-dries, cleans itself, and stops—automatically. You can soak clothes, skip, or repeat part of the cycle. Your clothes come out thoroughly washed, hygienically clean, your white things a beautiful *snow white*! Be sure to see this new *Snow White* Bendix now at your nearby Bendix dealer's.

FREE! Walt Disney *Snow White* Comic Book. Filled with the fabulous adventures of *Snow White* and the Seven Dwarfs. Every child will enjoy one. No obligation. Just ask your Bendix dealer.



It's time **YOU** cashed in on this fabulous promotional tie-up with *Walt Disney's SNOW WHITE and the SEVEN DWARFS*.

See your nearest distributor or write us for his name.



BENDIX
Snow White
WASHER
with the
**MAGIC
HEATER**

—and it's just begun!

More big national ads like this keep blazing the news!

**"The NAMES
the SAME"**
TV's brightest show
"The NAME's the
SAME" spotlights the Bendix
story for a tremendous audience.

A terrific point-of-sale promotion
program packs in traffic—pays
off in sales!

BENDIX HOME APPLIANCES, Division Avco Manufacturing Corp., South Bend, Indiana

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 6

most, says most of the trade visited. In Chicago a roundup declared that inventories of refrigerators, washers are down to moderate size. Savings in banks are enormous, Chicago banks alone holding more than \$2 billion, and all others about \$38 billion. Employment is at high levels. What is the cause of the buying lull? What else but high taxes, which clean out the average pocketbook.

Trade Moving to Neighborhoods. Downtown trade is dropping away in Chicago and probably other large cities. Retail business done in Chicago's Loop decreased from 26 percent in 1935 to 18 percent in 1948. Outside areas jumped from 74 percent to 82 percent in 1948. Each of Chicago's 82 shopping centers have at least doubled sales.

Goldblatt's department stores in Chicago have a puzzle. They advertised "Up to \$350 for your old television set" and it didn't click. Now they want to know why.

In Middle West cities where television is established there is a lot of furore going on over service men. Chicago is asking legislation which will permit licensing of television and radio service men. St. Louis Better Business Bureau has published a book on this subject, and it is a hot potato in Milwaukee. One of Chicago's largest exclusive television dealers has gone out of retailing and opened up as a television service and installation organization. There is more money there, he says. Frank J. Moch, president of the National Alliance of Television and Electronic Service Association, declares, "There has to be some way to separate the sheep from the goats." The matter of obtaining good television service is still a problem.

An old-time dealer in Atlanta told this reporter: "I'm so damn tired I don't know whether it's worth the effort to stay in business or not. We had a fine month in February but I worked from 8 o'clock in the morning until 9 o'clock at night, every day, with only half an hour off for lunch. I can't get a decent salesman to relieve me, no matter what I pay. Train one? When do I have the time?"

His song of woe is pretty general from the Potomac to the Rio Grande, and it leads an observer to believe that if good sales personnel were available, appliance business in the South could be upped three or four million dollars tomorrow.

Otherwise, the reports were fine. Samples of opinion from such scattered points as Miami, Charlotte, Richmond, Birmingham, Houston, Louisville and Dallas indicate that the sale of almost all appliances is steady and as good as or better than comparable periods in the past two years.

Water Heaters Better. Take water heaters, for example. We dropped in on a big manufacturer in Chattanooga last month. He declared in the course of conversation that he had been considerably worried during the fall months but "we're doing all right now." There has been a definite upswing in the sale of heaters above the 50 gallon capacity, he said.

In certain areas, such as Knoxville and Nashville, increase in water heater sales was impressive. Nashville dealers sold around 100 more heaters in February than they did in December 1951. Knoxville's increase was similarly striking.

Take electric irons. In Atlanta, the southeastern representative of a big manufacturer told us that irons were coming off the dealers' shelves better at this time than they have in months and it began to look as if they might join in the healthy sales parade of other housewares. But this merchandiser also had a familiar lament.

"Our big trouble is in getting the dealer to sell. The market is there but getting the dealer to exploit it is another matter. We realize, of course, that he hasn't got and can't get good salesmen but he could do a lot more with demonstrations and displays than he is doing at present."

Dishwashers are still on the up-and-coming list with good sales reported from almost every area. It's going to be a big year for dishwashers, according to the signs. In Florida alone, the sale of this item was up an estimated 17 percent (January figure) over any previous year.

The February sale of refrigerators was steady but not impressive. Automatic washers and electric ranges were good sellers almost everywhere. There has been a fine spurt in the sale of conventional washers in the past three months, also. Reports are that the rural customers are buying them heavily.

The grapevine brings rumors that

The South



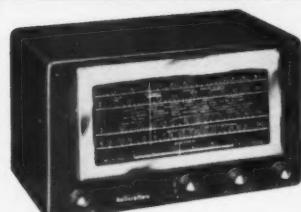
By AMASA B. WINDHAM

REPORTS from appliance dealers in the southern states during the past 30 days are practically all on the pleasant side. There's one major pain, however, that has persisted for the past four years and now aches worse than ever—the manpower shortage.

U.S. PLUS FOREIGN!



THE CONTINENTAL
\$39.95—Standard Broadcast plus 1
short-wave band. In House & Garden
colors.



THE SR10A
\$69.95—Standard broadcast plus 3
short-wave bands.



CLOCK RADIO
\$49.95—Standard broadcast plus 1
short wave band. Alarm and con-
trols for all appliances.



SHORTWAVE PORTABLE
\$49.95—Standard broadcast plus 1
short-wave band. AC, DC, or battery;
in handsome Saddle Brown
leatherette.

*All prices slightly higher in West and South.

GUARANTEED!

**WORLD-WIDE
RADIO**

RECEPTION!

hallicrafters

hallicrafters has captured the spirit
of the times . . . with a complete, new line
of home radios. Superbly engineered for
standard American broadcasts, plus guaranteed
world-wide shortwave radio reception!

From Gay Paree to Hong Kong, from the Vatican
to Korea . . . you tune in the fascinating world
of public affairs, the thunder of war, the international
tongue of music from all over the globe . . .
you even penetrate the Iron Curtain.
Yes, the world is yours . . . with Hallicrafters!

HALICRAFTERS—WORLD'S LEADING MANUFACTURER OF **PRECISION** RADIO AND TELEVISION
CHICAGO 24

the Moisture Monster SELLS for YOU... ...IN POWERFUL OASIS ADVERTISING!

Your customers are reading about the Moisture Monster this year—in Better Homes & Gardens... House Beautiful... House & Garden. He's driving home the fact that moisture rusts metals... causes mold and mildew... ruins woodwork, clothing and leather. He's a salesman for you, "selling" your customers in their living rooms, as they read their favorite magazines!



He works on your sales floor, too!



Oasis provides a big "Moisture Monster" floor or counter display that ties you into the big Oasis "Moisture Monster" national advertising, and reminds prospects to ask about the Oasis Air Drier. And of course there are "Moisture Monster" newspaper mats, direct mail, and other features of a complete Oasis sales promotion plan that sells. How well does it sell? *Oasis dealers close 9 out of 10 demonstrations!*

Air drier sales in 1951 doubled 1949—and '52 sales are going even better! Get yourself a big share of this profitable air drier business—write for details on Oasis Air Driers and the Oasis sales promotion plan... NOW!

OASIS Air Drier

ELECTRIC DEHUMIDIFIER

Made by the World's Largest Manufacturer of Electric Drinking Water Coolers

COPYRIGHT 1952 THE EBCO MFG. CO.

Get all the facts
about the profit-
making OASIS
proposition—

MAIL THIS
COUPON TODAY!

THE EBCO MANUFACTURING CO.
405 W. Town Street, Columbus 8, Ohio

Give me the facts on the money-making Oasis
proposition.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 8

The Far West



By CLOTILDE G. TAYLOR

several towns have under consideration the installation of disposal units in homes to do away with garbage. Such procedure was followed in the little hamlet of Mount Dora, Fla., recently, with excellent results. Seems that the city fathers help pay some of the costs if the householder will agree to the installation.

TV Still Hot. Television is still one of the hottest items in the book. Everything from 12-inch to 21-inch sets are being sold with little or no trouble at all. Almost every section of the South reports a shortage of table models and dealers say they can sell all they can get. Customers in the fringe areas seem to want 'em as badly as the urban dwellers and dealers are mopping up.

Radio sales are down again, however. The best volume is in small sets and most of the business is being done by small shops—jewelers, novelty houses and similar establishments. Some dealers have reported a lot of interest in the new combination TV-radio console models but not many buyers as yet.

There are still some rackets going on and dealers are pretty hot under the collar about them. In the Gulf Coast states, a certain vacuum cleaner manufacturer is offering vacuum cleaners at ridiculous prices and when the customer calls for one he is told the shop is just out of that brand and gets a working over to buy other, higher priced stuff. This outfit is careful not to do anything outright illegal but dealers are quick to point out that the ethical aspect doesn't smell very good.

Then there is the problem, too, still rampant in Jacksonville and a few other cities, of deals between manufacturers and distributors on the one hand and builders and contractors on the other.

Promotions On The Move. Old fashioned ideas seem to be clicking best in the promotional field. The Georgia Power Co. has been staging a concerted cooking school program for its Negro customers. Recently the utility's home service department has gone out into the hinterlands and has packed 'em in at almost every staging. A high sale of electric ranges, refrigerators, home freezers and other assorted appliances has followed in the wake of the home service gals.

The Florida Power & Light Co. continued its oil space heater campaign right on through February. Sales promotion manager Henry Keele had Florida dealers all over the state selling heaters like hushpuppies at a fish-fry. Reports of plans for spring promotions came out of the southwest, too, where utilities in Louisiana and Texas were getting ready to help dealers with home freezer and range sales again this year.

The first two months of the year have found dealers sailing along pretty smoothly. It may turn out to be another record year, after all.

AN atmosphere of normal good cheer was characteristic of western Market Weeks, from Los Angeles to the Pacific Northwest. The San Francisco event broke all records in attendance and was productive of a better than expected total of orders. Many manufacturers had timed their local showings of new lines to coincide with this period. Highlights of interest included defrosting for refrigerators, vacuum cleaner designs and new automatic washers. San Francisco still lags behind other sections of the West in acceptance of freezers, but is fast catching up.

Shortages Not Mentioned. Rather surprisingly, there was no talk at all of shortages, in spite of the generally accepted figure which indicates the possibility of a 40 to 50 percent cut in appliance output as compared with 1950. Distributors preferred to sell on the basis of a probably sufficient supply, with emphasis on the need for active promotions to build volume during 1952. Only present shortage seems to be in the field of dryers—and this takes the form only of slightly delayed deliveries. Both northern and southern California, in fact, now have dryer campaigns under way. In the south a 3-month event featuring gas dryers is sponsored by the gas company. Northern California is making history by running its first joint promotion backed by the Gas Appliance Society and the Northern California Electrical Bureau. Dealers are buying on the basis of current needs and have no intention of being lured into building up large inventories. They will face the shortage problem only when and if it develops. Dealers from the rural areas of California, report that January and February were excellent months, in some cases exceeding December sales totals.

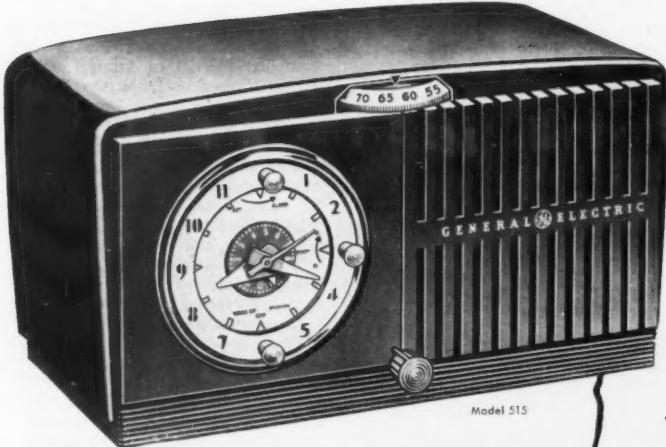
Western League Plans. General feeling at the meeting of western Electrical League managers which took place coincidentally with the Market was that there probably would be all the appliances available which dealers would be able to sell this year—and all of them announced extensive pro-

NOW! RADIO'S BIGGEST

TRAFFIC BUILDER! SALES GETTER! PROFIT MAKER!

EXCITING G-E "WEEK END WITH
FRED WARING" PROMOTION

APRIL 14 — MAY 24



CELEBRATING THE 2,000,000th
CLOCK-RADIO

● G.E. celebrates its 2,000,000th Clock-Radio with sensational nation-wide campaign! Here's your big opportunity to build traffic, step up sales and profits by promoting America's most popular clock-radio . . . so popular that it outsells all other makes combined! There are 100 consumer winners! Grand Prize winner gets a round trip to New York City with one companion, private suite at Waldorf-Astoria Hotel and lots of other valuable prizes!

G-E Clock-Radio Prices Start at \$29.95*

*Prices subject to change without notice. Slightly higher West and South.
General Electric Company, Receiver Department, Syracuse, N.Y.

You can put your confidence in—

GENERAL  **ELECTRIC**



100 CONSUMER PRIZES
BIG CASH AWARDS FOR DEALERS

COMPLETE DEALER PROMOTIONAL KIT



PLUS

CALL YOUR G-E RADIO DISTRIBUTOR TODAY!

- Complete merchandising plan
- National magazine, newspaper and television advertising
- Added promotion incentives.

APPLIANCE-RADIO-TV PICTURE

— CONTINUED FROM PAGE 10 —

otional campaigns. All Leagues in this region are placing emphasis on adequate wiring programs, not only for the defense housing which is still continuing, but for the wartime housing projects which are still needed in this growing population area. That sales training program actually pays off in reduced turnover of sales personnel was the gratifying report from San Diego, where the Bureau of Home Appliances has long maintained such an educational project.

New Comparison Base Needed. With dealer reports for the past year complete in the hands of all companies who compile such monthly records, there are a number of interesting comparisons to be made. In British Columbia, for instance, there was actually a 4 percent increase in the sale of refrigerators last year as compared with 1950. Other appliances whose sales were up in this area were automatic washers, home freezers, dryers, TV and dishwashers. The utility has compiled a series of seasonal selling diagrams based on dealer reports over several years. It is interesting to note that April is high month of the year in the curves for electric and gas ranges, electric and gas water heaters, refrigerators, automatic washers and dryers. El Paso, Texas, also showed better records for the newer appliance categories. Here, as in most sections of the West, refrigerator sales were down. Although volume of sales of this appliance are expected to recover as the normal replacement market reasserts itself, it is pointed out that the big field of expansion is in the newer appliance categories, and in those fields where saturation figures are low. Refrigerators, long the most important item in the appliance dealer's volume, although still a large selling item, will fall into place alongside a number of other items which will bulk ever larger in his selling picture.

Las Vegas Heaters. Interest has been high in the Las Vegas heater hearing. The southern Nevada power company, faced with a serious power shortage, has sought to defend the ban granted against serving further heating installations, while appliance manufacturers and dealers have urged the danger of the principle of permitting a utility to select the types of load it will serve. Testimony was presented by one heater manufacturer's representative to the effect that sufficient power could be saved by doing away with inefficient installations—that is, by assisting home owners and renters to select most economical types of heaters for the job to be done. It was pointed out that the government's limit on use of copper will prevent wiring for house heat in all but smaller dwelling units. Decision by the Commission is expected within from 60 to 90 days of the February hearing. *End*

Have you proposed to her lately?



If she walks right by without giving your new refrigerators a tumble, could it be that you haven't asked her? Plenty of women are struggling along with old refrigerators only because no dealer has showed them what the new ones have to offer. As selling tightens up, it pays to make the most of such proved selling features as Fiberglas* Insulation—advertised and known to families the country over. Owens-Corning Fiberglas Corporation, Dept. 104-D, Nicholas Bldg., Toledo 1, Ohio.



A SWELL FEATURE TO HAVE...
A SWELL FEATURE TO SELL

especially when you're selling replacements

*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of or with fibers of glass.

Attic Fan Sales Revolutionized

by the Hunter Package Fan

and this Demonstration Display

Now attic fans can be sold and installed as easily as other appliances you handle. Hunter's new *Package Fan* makes this possible. It's a complete, economical home cooling system in a compact unit. Fan rests on attic floor, requires only 18" clearance. Shutter and trim cover ceiling opening. No suction box or other extras to build. Four models, ranging from 4750 to 9700 CFM, fit any home size and climate. Fan guaranteed 5 years; motor and shutter, 1 year. Quiet, dependable operation assured by Hunter's 65 years of ventilating fan experience.

Demonstration Display Closes Profitable Sales

This convincing display shows a Hunter Package Fan installed as in the home, giving a perfect demonstration of the fan's operation. The prospect can see and feel how the powerful fan will pull in cool, invigorating breezes . . . driving out stale, humid air. Incidentally, this display also keeps your showroom cool and comfortable.



Hunter dealers are furnished the Demonstration Display on a special bonus plan. Ask your Hunter distributor or write us for complete details and for literature and prices on Hunter Fans.

HUNTER FAN AND VENTILATING CO.

398 S. Front St., Memphis 2, Tenn.

There is a Hunter Fan for every purpose



National Advertising
Makes Sales Easy...



EUREKA'S Exclusive Design

DIRT DISTURB

Puts Automatic Cleaning into Vacuum



ULATOR

Cleaning!



Embedded Dirt Must be Disturbed

Vacuum cleaning is pretty much like washing dirty clothes. Regardless of how much air or soap and water, embedded dirt must be disturbed, dislodged and loosened either by vigorous arm action or some easy mechanical means.



Stripping Cleaner Nozzle on Rug Like Old Fashioned Washboard

The nozzle on a tank or canister type cleaner fills the same purpose as the ribs on a common washboard. Both require vigorous arm action with pressure to disturb, dislodge and loosen embedded dirt. Poor arm action results in poor cleansing.



Automatic Vacuum Cleaning is Like Automatic Washing

In both the automatic washer and the automatic cleaner, embedded dirt is disturbed, dislodged and loosened by mechanical means in the presence of rushing, rushing air, or rushing, rushing water. The more disturbance, the faster the cleansing.



The Eureka is Different

Eureka's exclusive and scientifically designed "Dirt Disturbulator" instantly disturbs, dislodges, and loosens even the most deeply embedded dirt, and air of hurricane speed flushes it away. You merely guide this wonder cleaner and let its automatic action do the cleaning.

CUTS CLEANING TIME

Once over...once back and rugs or carpets are clean. Try it in comparison with *any other type of cleaner*. Only the Eureka Automatic gets the dirt this fast!



PROTECTS HEALTH

Eureka's automatic action takes the hard work out of rug and carpet cleaning. Even women suffering from arthritis or rheumatism find the Eureka Automatic Cleaner easy to use.



PROTECTS RUGS

The Eureka Automatic actually removes a shovelful of dirt from supposedly clean rugs in most homes in just 10 short minutes! This is the *hidden* dirt that ordinary cleaners never get.



No More of This!

NOTHING TO ASSEMBLE...
NOTHING TO CARRY!

The Eureka Automatic needs only to be plugged in. Rolls everywhere easily on wide wheels.

No More of This!

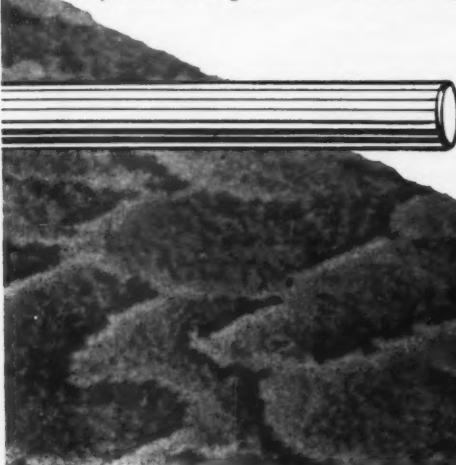
ONCE OVER GETS
ALL SURFACE LITTER!

Even stubborn lint, threads, or dog hairs are picked up instantly by Eureka's automatic cleaning action.

No More of This!

NO TIRESOME ARM ACTION...
NO HEAVY PUSHING!

Eureka Cleaning is automatic cleaning. You merely guide this wonder cleaner slowly... let its automatic action do the cleaning for you.



IN ST. LOUIS
Every Survey Shows
1 Almost every home has
large rugs or carpets.
2 Most women definitely
state they prefer cleaners
of the Eureka Automatic
upright type.

Marvelous CLEANING TOOLS

For above-the-floor cleaning!

Can be quickly connected to the Eureka Automatic Cleaner (S-250-A) without detaching the belt or taking the cleaner apart.



A wonderful new type of metal convertor connects directly with the fan case through an opening in the front of the cleaner. The cleaner can then be pulled by the hose like any tank cleaner.



Complete set of cleaning tools and handy case for both carrying and storing tools.

"THROW-AWAY" PAPER DUST BAG ASSEMBLY IS AVAILABLE FOR EUREKA AUTOMATIC



The Eureka Automatic S-250-A is equipped with a standard cloth bag. However, a special throw-away paper dust bag assembly is available for those who prefer it.

EUREKA AUTOMATIC QUICKLY CONVERTS INTO POWER-DRIVEN FLOOR POLISHER

Merely insert the special waxer-polisher brush in place of the Dirt Disturbulator. Use a good paste wax and polish bare floors and linoleum to a high professional lustre.



EUREKA A New Kind of Cleaner



Eureka Division

Eureka Williams

Corporation
Bloomington, Illinois

Better Products, Better Made... for better living!

ECONOMIC CURRENTS

Steadier Prices, Bigger Production

By the McGraw-Hill Dept. of Economics

THE two most noteworthy developments since our last monthly memo have been:

1) A mild shake-out in the stock and commodity markets which has raised anew the question of where prices will go from here, and

2) A government decision to release more materials for non-defense production, beginning in the second quarter. This calls for some reappraisal of the production outlook.

Here are our thoughts on what these developments portend:

PRICES

Seasonal jitters are with us. We've had them every February since World War II. This year they've shaken 5 per cent to 10 per cent off some of the weaker commodity prices since January. And they've caused a dip in the stock market which—though not spectacular—has been sufficient to give many people pause about this particular medium of speculation.

However, this year's attack of jitters can reasonably be diagnosed as mild by comparison with past seasons. In February, 1948, for example, the all-commodity price index broke 10 per cent and stock prices 5 per cent. This year the averages are only off about 5 per cent and about 3 per cent, respectively. Strength in metals offsets weakness in other markets.

Prices should start to firm up within a month or two. It's the usual seasonal pattern, particularly for soft goods. And demand will get an additional boost from the recovery which is slowly materializing in retail trade.

In the case of certain commodities where export demand has weakened, a pickup is likely by mid-year. By then Europe should be over the critical stage of its latest dollar shortage.

Meanwhile, there will continue to be a strong cost-push on prices of many industrial products. And ceilings are likely to be adjusted upward after the usual delays.

For these reasons, pressure on prices generally will be strongest in the spring and summer months—when metal allotments for civilian goods are lowest, and before the 1952 crops come in. But if there are no new flare-ups on the international scene, and no drought or pestilence to blight the new crops, it looks as though wholesale prices will pass their peak during this period.

If the usual pattern is followed, the peak in the cost-of-living index will come a little later. But given the restraining influences mentioned in our last report, plus greater production potentialities which we shall discuss in a moment, the peak may turn out to be little more than a foot hill.

PRODUCTION

Here too, the slow season is nearly over. Industrial production—which has lagged for several months at

around 218 on the Federal Reserve index—will soon be rising, in step with moderately increased orders for consumer goods and (at last) some progress on military schedules. Sometime this year, the index may get above 230. But the real point is that production could rise much more. We'll have capacity to take the index as high as 245. And it's now clear that much of the rise could be in consumer goods.

In the second half-year—it's now obvious—consumer goods makers will get an increasing supply of most materials. The first tip-off was NPA's order diverting over 2 million pounds of aluminum, 3 million pounds of copper and over 200,000 tons of steel from defense contractors to civilian industries during the second quarter. Second quarter metal supplies will still be very tight. But it's an indication of what's to come later.

NPA has found that many firms in defense and supporting industries have over-estimated their needs and over-stocked, particularly on steel and aluminum. Output of these materials is rising. And this changed situation ought to be reflected in NPA's allotments for the third quarter. By then, it should be possible to allot more materials for civilian production, while defense contractors use up the large inventories they already have.

This won't mean a sudden flood of civilian output. It takes time to rebuild working inventories and convert materials into finished goods. But production will rise gradually as the third quarter goes on. We'll have the materials to make a lot more consumer goods—and capital goods—than most people figured. And we'll certainly have the capacity. Some plants are partly idle right now. And manufacturing industries are adding over 8 per cent to capacity in 1952.

With this kind of production picture, any inflationary threat which develops in the spring or summer months is likely to be short-lived provided, as always, that there is no new international upheaval. *End*

STORE traffic naturally follows active promotion of the beautiful, big Duchess semi-Automatic. New washing ease, new power rinse washing without sinks or floor drains, new automatic electric timing—and the Duchess modest price—draw traffic to your store. When you can't sell the top model, Duchess has three lower priced, full-skirted models to please every price buyer. *Date the Duchess now for profits she can make and keep for you.*

The market is big and *profitable*. Nearly everyone is a prospect for the Duchess Dehumidifier.

APPLIANCE MANUFACTURING CO., Alliance, Ohio



"I WANT MY MONEY BACK. THIS THING MAKES LOUSY COFFEE."

Memo - to all
Manitowoc Dealers
(and future Manitowoc
Dealers, too)

Your best freezer
prospects - in town
and on the farm -
will see this ad
next month in
Better Homes & Gardens,
and Country Gentleman
Eyle Brown



just waiting for a...

Manitowoc SUB-ZERO FREEZER



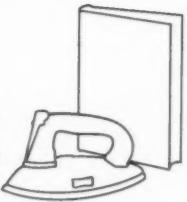
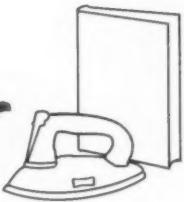
That's right! With a Manitowoc *upright* freezer
you'll discover a wonderful new aid to
better living. And it will take little more floor
space than your refrigerator! *Only 2 1/2' x 3'.*

You'll marvel at the convenience of
this beautiful upright design. No old-fashioned
digging or "diving." Manitowoc freezers
put frozen foods at your finger
tips . . . easy to see, easy to reach.



Ask your favorite dealer for a free
Manitowoc floor plan . . . and discover
your "Treasure Island" today!

Manitowoc Equipment Works
MANITOWOC, WISCONSIN

Increase  your
spring iron sales 
with this  sensational offer 
only General Mills 
can make!

This terrific bargain will be announced to your customers by this big four-color ad appearing on the BACK COVER of the SATURDAY EVENING POST, April 26.

Also advertised in May issues of other leading magazines, on Betty Crocker's Magazine of the

Air Radio Program and the Stu Erwin Television Show.

**Stock up with this bargain offer
now! Supplies are limited.**

IT'S YOURS!

This \$3⁵⁰ edition of Betty Crocker's
PICTURE COOK BOOK

At no extra cost

with purchase of the General Mills
TRU-HEAT IRON

Sponsored by Betty Crocker

A TERRIFIC BARGAIN that only General Mills could offer

Don't wait another day to buy the new iron you've always wanted. Because while supplies last, your appliance dealer offers you Betty Crocker's Picture Cook Book *at no extra cost* when

you buy a General Mills Tru-Heat Iron. It's an opportunity you won't want to miss, so hurry! Look for the display at your store that tells all about this great money-saving offer.

**IT'S THE IRON WITH
The shape that
makes the difference**

Only lightweight iron (3 lbs. 2 oz.) with a permanent scratch-resistant soleplate. Never loses its easy glide!

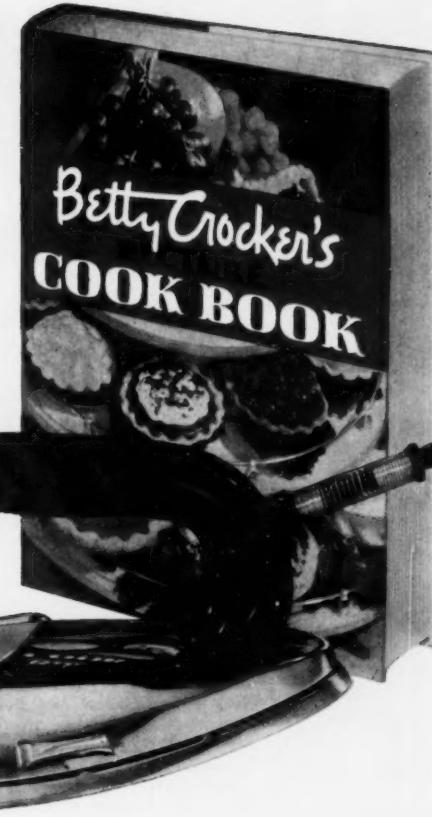


Roll iron over on Safety Side Rest.
Less danger of toppling.

Tapered heel irons backward
as easily as forward.

It's the nation's
FASTEST SELLING COOK BOOK

- The biggest cook book sensation in 10 years
- 463 pages — the result of 12 years' planning
- Hundreds of "how-to-do-it" pictures and color photographs
- 2,161 recipes tested by Betty Crocker's famed home service staff and homemakers across the nation.



\$14⁹⁵ ^{Lightweight} Tru-Heat Iron

3⁵⁰ Betty Crocker Cook Book

\$18⁴⁵ VALUE

**BOTH
FOR ONLY
\$14⁹⁵**

ONLY WHILE SUPPLY LASTS

Look
for this
display
at your
dealers



Heavy on Home Appliances!

Household Magazine gives a big play to electrical appliances—they're featured in every issue.

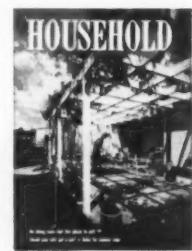
Why? Because Household's 2,000,000 families are HEAVY users. They have big homes (average close to 3 bedrooms each), big families (830,000 teen agers, 1,300,000 children under 10). They *need* more appliances...for cleaning, sewing, washing, cooking, entertainment. And because 76% of them own their homes, they don't hold back on buying!

Unless you're in Household, you *miss* this great appliance market. Other magazines of large circulation put little of it in non-metropolitan communities. Here Household is HEAVY...it concentrates 81% of its circulation in small cities and towns 25,000 and under.



..Let **HOUSEHOLD**
balance your budget!

Household Magazine, Topeka, Kansas



→ New TV View for '52!

21" PANORAMIC VISION*

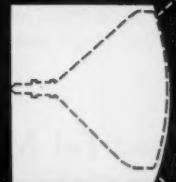


Stromberg-Carlson



Conventional placing of tube face behind a recessed safety glass "boxes" in the edges of the picture, limits viewing angle.

1.



Stromberg-Carlson Panoramic Vision places the tube face out front, snug against the curved, cabinet-wide safety glass — no "dead" spots from any viewing angle!

2.

Panoramic Vision is OUT IN FRONT!

- Here's a picture that makes fullest possible use of the new 21" cylindrical tube—every inch of it—with brilliant, glare-free viewing from any angle.
- Panoramic Vision is NEW—it's DIFFERENT—it's a Stromberg-Carlson EXCLUSIVE.
- It's the biggest talking feature you've had since TV came out of the seven-inch stage!
- PANORAMIC VISION models, table and console, priced from \$329.50 to \$465, Zone 1. Includes excise tax. Installation, warranty extra.

"There is nothing finer than a

STROMBERG-CARLSON®

*Patent applied for Stromberg-Carlson Company, Rochester 3, N. Y. — In Canada, Stromberg-Carlson Co., Ltd., Toronto

3 big reasons why you can make money with **MURRAY**

The finest and most complete Kitchen Cabinet Line!



Carefully designed Cabinet Sinks in 66", 54" and 42" sizes... in a great variety of drawer, cupboard and basin combinations... to fit any kitchen and budget! There are Murray Cabinet Sinks with shallow basins, deep basins, as well as combinations of both. Double drainboards, single drainboards, either right or left-hand!

Murray Wall Cabinets, too, are made in wide variety to solve any kitchen prob-

lem. Streamlined (no handles) for easy cleaning. Adjustable shelves for complete flexibility.

Murray Base Cabinets in 15", 18", 21", 24", 27", 30" widths have varied arrangements of drawers and cupboards, as well as removable open bar shelves. Tops available in 8 different decorator colors!

Murray Fillers, Sealers, etc., complete the picture!



The ONLY Kitchen Line with a complete line of
GAS and ELECTRIC RANGES!

Style-matched Murray Ranges harmonize perfectly with a full Murray Kitchen. No other kitchen line can offer this valuable feature. Your customers want ranges that line up with base cabinet depth. They like

the uniformity so essential to a truly modern kitchen! Murray Gas Ranges and Electric Ranges are made in 20", 36" and 40" widths, with all the easy-to-clean and automatic control features customers demand.

Powerful MURRAY backing to help you SELL!



Sales-making 4-color national Murray advertising in outstanding publications has reached millions of your potential customers... and has made the Murray name known from coast to coast!

To help you sell, Murray has a proved

Dealer Co-operative Advertising Program for local impact. In addition, you have specially-prepared Point-of-Sale Material, Direct Mail Literature, Training Aids, Selling Aids... all the ammunition to help you make more money with Murray!

Get full details TODAY about the great new
MONEY-MAKING MATCHED STEEL KITCHEN LINE!

MURRAY

THE MURRAY CORPORATION OF AMERICA, Home Appliance Division, SCRANTON 2, PA.

Promote and profit...these brands have been
to your customers in Ladies' Home JOURNAL

American Beauty Electric Iron
Arvin Automatic Toaster
Arvin Electric Housewares
Arvin Electric Irons
Arvin Lingerie Ovens
Celonic Gas Ranges
Crockery Dishes, Refrigerators and Housewares
Dreyfuss Refrigerators
Dwightus VapORIZERS
Dulane Fryrite Deep Fryer
Easy Spindles
Electroheat VapORIZER, Portable Stove
Gadister, Electraheat Baby Bottle Warmer
and Electraheat Baby Bottle Sterilizer
Cervia Cleaners
Eventide Humidifier Units
Farberware Automatic Percolator Robot
Farberware Stainless Steel Cooking Ware
Federal Vogue Enamelware
Federal Vogue Roasters
Firestone Home Appliances
Fletcher's Can-Well Carrier
Fletcher's Roastwell Roasting Pan
Frigidaire Automatic Washers
Frigidaire Electric Range
Frigidaire Refrigerators
G-E Automatic Toaster G-E Automatic Washers
G-E Light Bulbs
G-E Refrigerator-Food Freezer Combination
G-E Refrigerators G-E Triple-Whip Mixer
Gibson Refrigerators
Hamilton Beach Mixer and Mixette
Hardwick Gas Ranges
Horton Automatic Washers
Hotpoint All-Electric Kitchen
Hotpoint Automatic Clothes Dryer
International Harvester Freezers
International Harvester Refrigerators
Johnson's Wax Electric Polisher and Wax
Johnson's Wax and Wax Electric Polisher
KitchenAid Dishwashers
KitchenAid Food Preparer
Lewyl Vacuum Cleaner
Magic Chef Gas Ranges
Maytag Washers and Gas Range
Met-L-Top Ironing Table
Mirro Aluminum Baking Pans
Mirro Aluminum Utensils
Mirro-Matic Electric Percolator
Murray Gas and Electric Ranges
Perfection Gas Ranges
Pfaltz Sewing Machines Philco Refrigerator
Philco Refrigerator and Electric Range
Presto Cookers
Presto Vapor-Steam Iron
Revere Ware
Rival Steam-O-Matic Steam and
Dry Iron and Can-O-Mat
Seth Thomas Clocks Sewing Sewing Machine
Clelland Polisher & Scrubber
Sunbeam Ironmaster Sunbeam Mixmaster
Sunbeam Toaster
Tappan Gas Ranges
Universal Coffeematic
Universal Stroke-Sav-r Iron
Verplex Lamps and Shades
Viking Sewing Machines
Vornado Air Circulators
Wear-Ever Aluminum Coffeemakers
Wear-Ever Aluminum Coffee Pot
Wear-Ever Aluminum Roasters
Wear-Ever Coffeemaker and
Wear-Ever Chicken Fryer
Wear-Ever Coffeemaker and
Wear-Ever Sauce Pan Set
Westinghouse Iron Westinghouse Laundry
Westinghouse Roaster-Oven
Westinghouse Speed-Electric Range
Whirlpool Automatic Washer
Whirlpool Automatic Washer & Dryer
White Sewing Machine
Youngstown Dishwasher Youngstown Kitchens
Zenith Radio-Phonograph
Zenith Radio-Phonograph, Portable Radios
and Radios

do you know this woman?

*she "shops" in the Journal
she buys in your store!*

She is a Journal reader—your best customer! Four and a half million like her make the Journal their number one magazine. More Journals are bought by women each month than any other magazine in the world!*

Journal articles and advertising pages make the Journal the place where your customers do their window-shopping and get in the mood to buy.

For profit's sake, be sure these women come to you for these brands they've seen in

LADIES' HOME

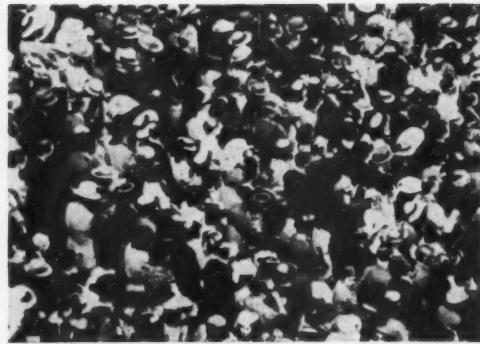
Journal

*Nearly half—47.2%—of 72,012 women shoppers
interviewed in 642 retail stores of all kinds
say they read LADIES' HOME JOURNAL

More appliance dealers use Commercial Credit financing than any other national plan



WAR OR PEACE. prosperity or depression, times of shortage or plenty—appliance dealers have come to depend on the COMMERCIAL CREDIT PLAN for financing as usual. COMMERCIAL CREDIT's complete financing package enables dealers to control stock right from the production line to customer's living room. COMMERCIAL CREDIT provides the necessary financing for adequate floorstocks, eliminating the necessity of the dealer tying up capital he needs elsewhere.



MILLIONS OF TIME BUYERS have financed appliances, cars, etc., with the COMMERCIAL CREDIT PLAN. These people *want* credit, they *expect* credit, they *need* credit to buy. With the COMMERCIAL CREDIT PLAN, you offer "brand name" financing that is preferred by customers and dealers alike.



INSURANCE PROVIDES DOUBLE PROTECTION. In the sale of any appliance on the COMMERCIAL CREDIT PLAN, both parties are protected against loss by Automatic Property Insurance coverage, which cancels the unpaid balance in event of loss or damage to the merchandise as defined in the policy. Life Insurance coverage cancels the unpaid balance in event of purchaser's death.



THIS BOOK explains how the COMMERCIAL CREDIT PLAN can help you close more sales, minimize credit losses, build customer goodwill. Ask your distributor for a copy, or phone or write the COMMERCIAL CREDIT office nearest you. There is no obligation.

COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$125,000,000 . . . offices in principal cities of the United States and Canada.

DEALERS Coast to Coast

use these 5 exclusive
selling features
to skyrocket sales

of the new **UNIVERSAL**



MODEL
VC6710

ADVERTISED IN
LIFE



1. Empties in 2 seconds!

Here's the "hottest" selling sentence in the cleaner industry. Dealers all agree, no other cleaner empties so fast, so easily . . . no other feature "closes" so many sales so quickly. "Press the button and throw away the paper bag" is the most dramatic demonstration ever created to sell cleaners in volume! And remember—*Naturally, no dust bag to empty!*

2. Jet Power Gets More Dirt!

You can prove this statement anywhere, anytime. With half-a-million cubic inches of air suction to back it up, the Jet 99 proves its dirt-getting power in store or home demonstrations. You can actually show your prospects the difference by the dirt in the bag!

3. Easier to Use All Around the House!

Let the distinctive Jet 99 design work for you in demonstrating "room-easy" cleaning. Stand it on stairs, glide it around the room, show how it pivots as you turn. Lift it with one finger. Carry it like a suitcase!

4. No Dusty Air Blasts!

No other cleaner gives you four air filters to talk about to keep return air pure and dust-free. No other cleaner has the exclusive Jet 99 "whisper" air dispersal system to eliminate air blasts that stir up dust and dirt!

5. New Serva-Tools With 99 Uses!

Demonstrate the Serva-Tools to dramatize Jet 99 complete home cleaning. In just five minutes you can show how they save hours of time and work on 99 cleaning tasks!

IT'S AMERICA'S NO.1 CLEANER!

\$1,000,000 ON THE LINE BEHIND THE JET 99

AMERICA'S MOST COMPLETE LINE OF HOME CLEANING EQUIPMENT

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Get the "Inside Story"



on-Drip Spout (1) is designed for easy pouring. The end of the spout and the lip are designed to make the flow in an even stream without splashing or dripping. It always pours smoothly and steadily into the cup. Universal Coffeomatic's specially designed handle (2) is placed at just where there is perfect balance either for lifting or carrying. It is molded black plastic, always cool and comfortable to the hand. Note the markings on the inside shell under the handle. They are accurate markings from 1 to 8 cups of the amount of water to put in for perfect coffee.

The Heater Plate (3) over the heating element, surrounds heat at the base of the pump assembly. This pump developed by Universal, insures quick starting and efficient brewing control, because heat is not concentrated over the entire bottom area.

The Spreader Plate has raised perforations (6) which do not let the water through until it has reached a depth of 3/16" on the plate. This assures a steady, uniform flow of water during the filtering process. Excess water overflows the plate and out through the perforations of the Spreader Plate without passing over the coffee grounds or the top of the grounds which would result in a bitter tasting coffee.

UNIVERSAL
Full Color Visualizer
tells all!

Ask your Universal distributor-salesman to show it to you! You can find the answers to *all* the questions about coffeemakers in Universal's fascinating 24-page booklet, "It Took 1600 Years." In a few short minutes you'll be able to answer any question about why *only* Coffeematic can give you the perfect cup of coffee.

Full-color transparent pages show you the working parts of the Coffeematic and how they function to *always*

produce exactly the kind of coffee you like best. There's an interesting story about how coffee is made and what coffee-makers *should* do to produce the perfect brew.

You'll have the most complete product sales story you ever saw, ready to make Coffeematic sales easier than ever before. And you'll be more convinced than ever that the Universal Coffeematic is "*America's Favorite Coffeemaker*."

of Better Coffee!

*know the answers
to these questions!*



1. Why does Coffeematic make better coffee than any other coffeemaker?
2. How can you make full-bodied coffee when the water never boils?
3. What makes Coffeematic start "perking" so quickly?
4. How does the Flavor-Selector work?
5. What features should the perfect coffeemaker have?

UNIVERSAL *Coffeematic*

with the exclusive Flavor-Selector

NO WATCHING • NO WAITING • NO BOWLS TO REMOVE!

Coffeematic makes coffee *automatically*—Mild, Medium and Strong. Just set it, and forget it...it brews to perfection, reduces current and keeps coffee piping-hot until served. No bowls to remove—Coffeematic is complete in one beautiful chromed unit. The non-drip spout prevents splashing or dripping.

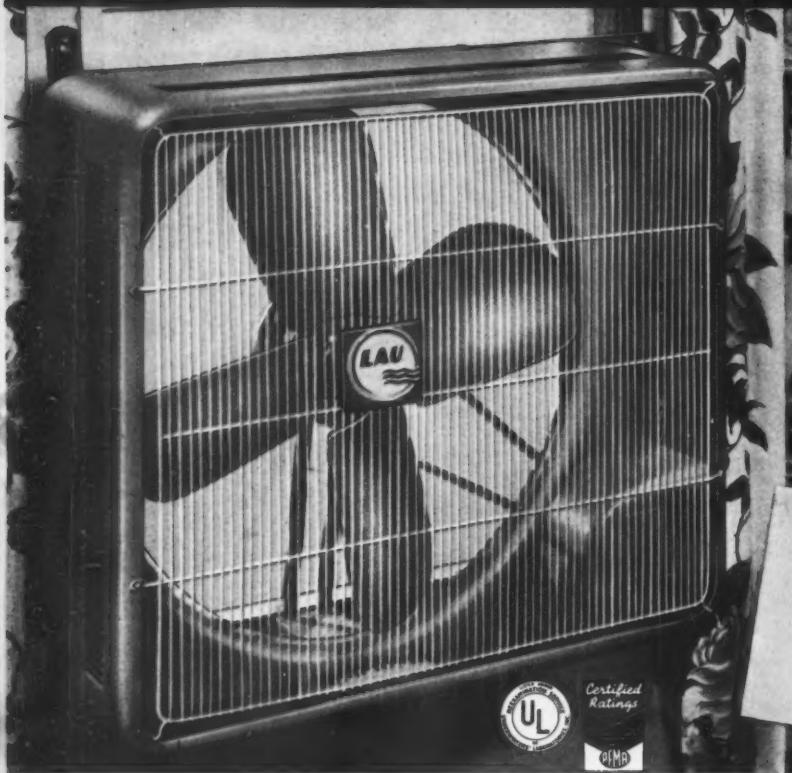


America's Preferred Line of Electric Housewares



UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

LAU**BRAND NEW FOR '52****Models 2452-WR2****and 3052-WR2****2-Speed Reversible
Large-Powerful****Window Fans**

- 24 inch and 30 inch sizes
- Reversible at the flip of a switch
- Will cool several rooms
An apartment or a small home

*The Matched Line
of Color-Harmony
Window Fans*

Outstanding in Performance! Built for Volume!**Simple, Quick, Easy to Install**

Here's the Sensational NEW LAU Window Fan that has the industry talking! Large . . . powerful . . . quiet . . . combining good looks with the complete safety of finger-proof guards! It matches in color and styling with the smaller combination-window models. Handsomely finished in 2-tone green baked enamel. Exhausts hot stale air . . . and pulls in a large volume of cool outside air directly into any room! Model 2452-WR2 (24 inch) . . . Model 3052-WR2 (30 inch) easy to install in any window . . . and the fan does not interfere in any way with opening or closing of windows. Adjustable steel panels permit installation in windows up to 36" wide . . . rubber-cushioned feet protect polished surfaces and absorb vibration. All Lau Fans comply with Commercial Standards CS 178-51.

Also available in Single Speed Exhaust Models! and . . . they carry Certified Ratings of Propeller Fan Mfrs. Association plus Underwriter's Laboratory approval.

THE LAU BLOWER COMPANY

2005 Home Ave., Dayton 7, Ohio

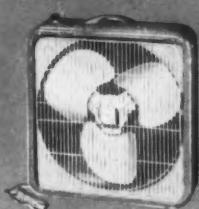
See Your Jobber today! See the complete LAU advertising literature and handsome new displays . . . now available for you!

**Get Behind the Full Line of
LAU matched Window Fans****Model 1252**

Combination Casement Window and Portable Fan
. . . 16" square, 5½" deep
. . . weighs 14 lbs. For exhaust or intake.

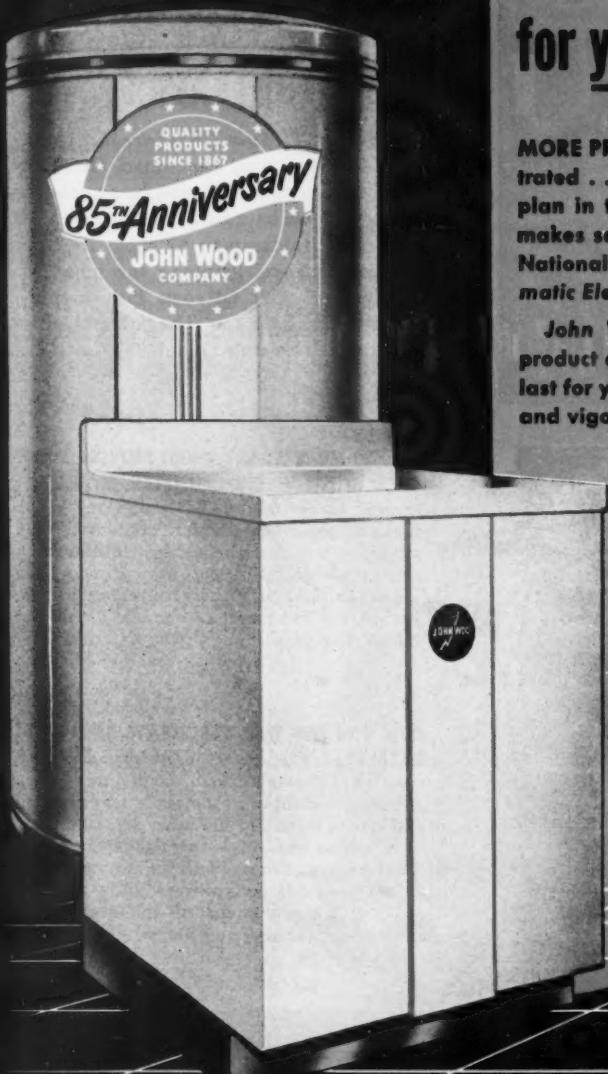
**Model 1652**

Unexcelled for power and quiet performance. Fits casement windows 18 x 36" or larger. Portable, reversible . . . 18" square, weighs 19 lbs.

**Model 2052 . . .
with Expanders**

The Combination Fan for double-hung windows . . . comes complete with metal expanders. May be easily lifted off and used as a portable. 22" square, weighs 25 lbs.

**Reversible . . . Portable — Powerful**



Again we say:

No other *Automatic Electric* water heater

**has what JOHN WOOD has
for you and your customers!**

MORE PROFIT FOR YOU — the hardest hitting, concentrated . . . localized . . . personalized merchandising plan in the business. A tested cooperative plan that makes sales right in your own back yard, plus strong National Advertising — that's what John Wood Automatic Electric Water Heater's got!

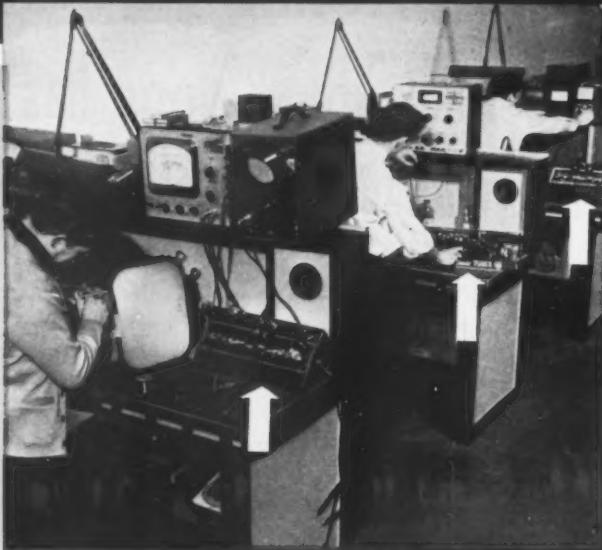
John Wood Automatic Electric Water Heater is a product engineered for peak performance and built to last for years . . . a fine product — competitively priced and vigorously supported by a protective policy that's known, respected, and talked about whenever dealers get together.

What's John Wood Automatic Electric Water Heater got for **YOU** — See your John Wood salesman or write today.

JOHN WOOD *Automatic Electric* WATER HEATERS

JOHN WOOD COMPANY
HEATER AND TANK DIVISION
Conshohocken, Pa. • Chicago, Ill.

SAVE TUBES- WITH G.E.'S NEW



TUBESAVER

Says Al Mirus of Mirus TV Service Shop (left), 6579 Glenway Ave., Cincinnati, O.: "Our G-E Tubesavers do just what the name says. That's why we have one at every bench. A Tubesaver holds up to 52 tubes in their proper sequence, gripping the tubes so tightly they can't fall out. Built-in pin-straighteners help, too. The best and most practical device we've seen!"



← NO MORE WORRY ABOUT PUTTING TUBES BACK IN THE WRONG SOCKETS!... The systematic layout of the G-E Tubesaver keeps tubes in their exact order. Moreover, they stay that way because rubber inserts keep them from dropping out—even if you tip the Tubesaver sharply! With its convenient handle design, the Tubesaver can be laid flat on the bench, angled, or hung on the wall nearby.

NOW YOU CAN TEST TUBES FAST AND ACCURATELY!... Place tubes in the inner holes of the G-E Tubesaver. Test them one-by-one. Put the good tubes in the outer set of holes, and return rejects to the inner set. Interruptions are no handicap—the Tubesaver keeps tubes correctly arranged till you resume work. In their proper order you now show the full tube complement of the receiver — ← which tubes are usable, which not!



SEE YOUR G-E
TUBE DISTRIBUTOR
FOR FULL DETAILS!

SAVE TIME- SERVICE AIDS!

PICTURE-TUBE CARRIER

Here's a practical aid that enables you to carry a cartoned picture tube safely and easily with one hand, leaving the other free for service equipment. Heavy canvas straps—quickly adjusted—hold the tube carton firmly. Rounded leather grip fits snugly in the hand. Blue and yellow colors are attractive. Save extra steps with this new convenience!



DROP-CLOTH

Use this handy G-E drop-cloth to cover fine rugs or cabinets. It's durably woven, with a soft texture that won't harm the most delicate surface. A plastic top coating takes hard wear, resists hot solder, can be wiped clean in a jiffy. Customers will appreciate your protecting their furnishings from dust, grime, and stray particles of metal!



...with these G-E-tube service aids! They cut time and costs, build customer goodwill. Your General Electric tube distributor will be glad to help you obtain them. Phone or write him today! General Electric Company, Electronics Division, Schenectady 5, New York.

You can put your confidence in—

GENERAL  **ELECTRIC**

When a manufacturer says:



WHAT DOES IT MEAN TO YOU?



SOLD! *Your Best Rural Customers.* Advertising in Country Gentleman sells the better-income, bigger-buying rural families in your own trading area. It is the best-read magazine in 2,300,000 rural homes throughout America.



SOLD! *Customers Other Magazines Miss.* Non-farm magazines fail to reach Country Gentleman readers . . . 2 out of 3 women do not read any leading women's magazine—4 out of 5 men do not read any leading weekly magazine.

Rural America's Best Salesman!

PROOF THAT ADS IN COUNTRY GENTLEMAN SELL GOODS FOR YOU

A nationwide survey shows
that men and women heads
of Country Gentleman homes

- 1. **READ THE ADVERTISING** in Country Gentleman in 96.2% of homes.
- 2. **GET BUYING IDEAS** from the advertising in 3 out of 4 homes.

DEALERS COAST-TO-COAST SAY: "COUNTRY GENTLEMAN HELPS ME MOST TO SELL MY BEST RURAL CUSTOMERS."

MANUFACTURERS PLACE MORE ADVERTISING IN COUNTRY GENTLEMAN THAN IN ANY OTHER FARM MAGAZINE!



What
Can
a Beef...

TELL YOU ABOUT

Hearth Glo
ROOM HEATERS?

When there is plenty of beef on the market, hamburger is in demand. But, when beef is scarce, everyone wants a thick, juicy steak.

Why? It's just human nature for customers to demand the finest quality in times of scarcity — whether they are buying beef or gas heaters.

It's a fact that in this present material shortage, *Hearth Glo* Gas Room Heaters are climbing higher than ever before in popularity.

Hearth Glo Room Heaters are smartly styled to attract the eye — quality-built to give years of satisfactory service — and so moderately priced that shoppers find them hard to resist.

Unfortunately, we will find it hard to make enough *Hearth Glo* Heaters to satisfy this demand. At this time, therefore, we ask cooperation in ordering early, so that you can be reasonably sure of getting all the *Hearth Glo* Heaters you may need for the coming season.



Sold Through Wholesalers Only

JACKES-EVANS MFG. CO. • St. Louis 15, Missouri

Manufacturers of the famous



25 MEN

*Pool Over 500 Years
of Experience*

**Meet the men who are leading
Universal Major ^{ELEC} Appliance Company
in a great new expansion program**



R. R. (JUDGE) TRUBEY
Chairman of the Board
President, Baltimore Porcelain Steel Corp.
Board Chairman, Arikraft Mfg. Corp.



M. L. (MORT) CLARK
President
Arikraft Mfg. Corp.
Vice-President, Baltimore Porcelain Steel Corp.



H. M. (DOC) PARSONS
Exec. Vice President in Charge of Sales
Formerly Vice-President Landers, Frary & Clark, Major Appliance Division



E. L. (HOOP) FARQUHARSON
Vice-President, Home Laundry Sales
Formerly Manager Landers, Frary & Clark,
Laundry Equipment Division



H. L. (HARDY) PAYOR
Vice-President, Range and Water Heater Sales
Formerly Manager Landers, Frary & Clark,
Water Heater Division



R. H. (HERB) MONEY
Vice-President in Charge of Engineering
Formerly Chief Engineer Crosley Corp.

Every one of the men you see on these two pages is a specialist who has made the appliance business his lifetime career. Many of them have been associated with Universal for most of their business lives. Today they are investing all of their time, talent and experience in a great expansion program that, for the first time, has made Universal a *complete* line of fine major electric appliances.

In engineering, manufacturing and selling, they bring from 5 to 40 years of achievement to the expansion of this line. Their efforts are supported by two of the most modern appliance factories in the country . . . by a broadly experienced field sales organization . . . and by a sound, aggressive promotion program . . . all designed to build a profitable distributor-dealer operation.

That's why it will pay you to keep your eye on Universal major electric appliances.



A. R. (ANDY) GRIERSON
Vice-President in Charge of Manufacturing
Formerly with Ford Motor Co., Norge,
Kelvinator, Bendix Home Appliance



G. J. (GEORGE) MADILL
Vice-President and Works Manager, Lima Plant,
Universal Major Elec Appliance Company



*R. G. (ROY) BROWN
New England States



*W. P. (BILL) GALAN
New England States



*H. A. (BRIS) BRISBIN
New Jersey, Pennsylvania,
Maryland, District of Columbia



*FRED COOPER
New Jersey, Pennsylvania,
Maryland, District of Columbia

Here are the Universal Major Appliance Regional Managers.

They offer a wealth of practical sales experience to Universal Distributors and Dealers in developing a profitable major appliance business. Make sure you meet your Regional Manager.

He has an exciting full line story you'll be glad to hear.

UNIVERSAL

UNIVERSAL MAJOR  APPLIANCE COMPANY, LIMA, OHIO

*Formerly with "Universal" Landers, Frary & Clark



*R. R. (DICK) AVERILL
North and South Dakota, Iowa,
Nebraska, Minnesota, Missouri,
Wisconsin



*C. E. (BUCK) BUCHANAN
Georgia, Florida



*L. J. (LOUIE) DRAGER
Connecticut



*J. S. (JOE) DOUGHERTY
New York



*E. J. (ED) ECKERT
Pennsylvania, Ohio,
West Virginia



*F. C. (GARY) FITTS
Alabama, Florida,
Mississippi, Louisiana



*A. J. (AL) GREWE
Illinois, Wisconsin, Missouri



*C. P. (PORT) LEMLEY
Texas, Arkansas, New Mexico,
Colorado, Oklahoma



*W. I. (BILL) MEYERS III
No. and So. Carolina, Virginia



*W. M. (SHEP) SHEPARD
Michigan, Ohio, Indiana



*R. L. (DICK) SOLOMON
Kentucky, Tennessee, Indiana,
Mississippi, Arkansas



*C. L. (CLARENCE) WEAVER
Montana, Oregon, Washington, Idaho



*E. L. (LLOYD) SUTTON
California, Nevada, Utah,
Arizona, Idaho

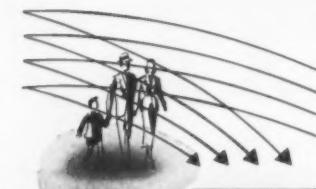
Switch more sales your way... with **KitchenAid** FOOD PREPARER

Yes, just turn the switch and demonstrate to your customers how easy and thorough *KitchenAid* "round-the-bowl" mixing is. Switch on the superior Hobart *Planetary Action* which assures uniform mixing, blending, and whipping . . . and you've "switched" more sales your way!

Show them how the *single beater* travels around the inside of the stationary bowl . . . rotating as it travels . . . and they'll see why *KitchenAid* is so superior—so completely different from any other food mixer.

Then "switch" to the convenient, up-front mixing guide . . . the *Pyrex* brand bowl . . . and the many useful attachments that *KitchenAid*'s "built-in power" easily operates without need for expensive power boosters.

With these *KitchenAid* advantages, you'll turn a prospect into a satisfied customer!



AND HERE'S A SWITCH ON COFFEE MAKING

...the *KitchenAid* Electric Coffee Mill! Just demonstrate how they can get truly fresh, flavor-filled coffee at the flick of a switch. Grind whole bean coffee and let them sniff that taste-appealing, fresh aroma. They'll be sold, and quickly!



KitchenAid
Electric Housewares Division of
The Hobart Manufacturing Co.
Troy, Ohio

KitchenAid
The Finest Made...by  TRADE MARK

Member of N.E.M.A.
Electric Housewares Section

WORLD'S LARGEST MANUFACTURER OF FOOD, KITCHEN AND DISHWASHING MACHINES

Brand new for YOU

the sparkling and "sellable" new line of

RAYTHEON RADIOS

RAYTHEON CLOCK-RADIO CR-41

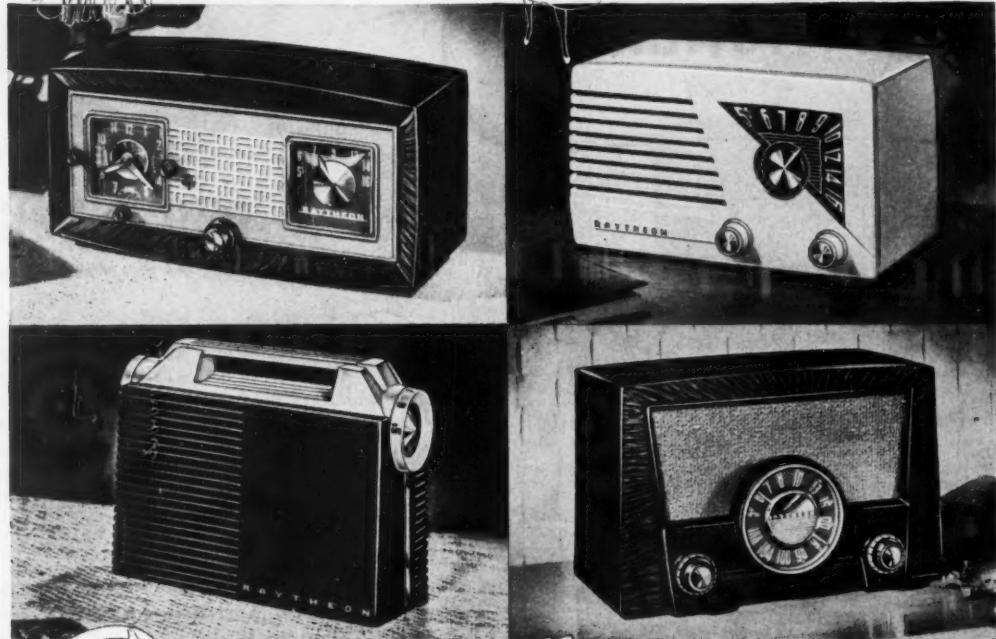


Fine AM radio, accurate clock with timer that stops, starts home appliances. Wakes you up to music! Smart cabinets in mahogany, white or Chinese red.

RAYTHEON AC-DC RADIO R-51



Trim cabinets in mahogany or white. Dependable small radio engineered and built by Raytheon. Priced to sell.



RAYTHEON PORTABLE RADIO PR-51



Excellent-performing radio housed in a beautiful Chinese red carrying case. AC-DC or battery. Just in time for summer selling.

RAYTHEON AM-FM RADIO FR-81



Truly promotable combination of fine AM radio and static-free FM. Rich looking cabinet in black or mahogany. Engineered by Raytheon for top performance.

BRAND NEW AND SO DEPENDABLE

RAYTHEON RADIOS

The result of 25 years' experience in radio, radar, tubes, TV and electronics.

For full information see your Raytheon distributor or write:

Belmont Radio Corp., 5921 W. Dickens Ave.
Chicago 39, Ill.
Subsidiary of Raytheon Mfg. Co.

© Belmont Radio Corp.

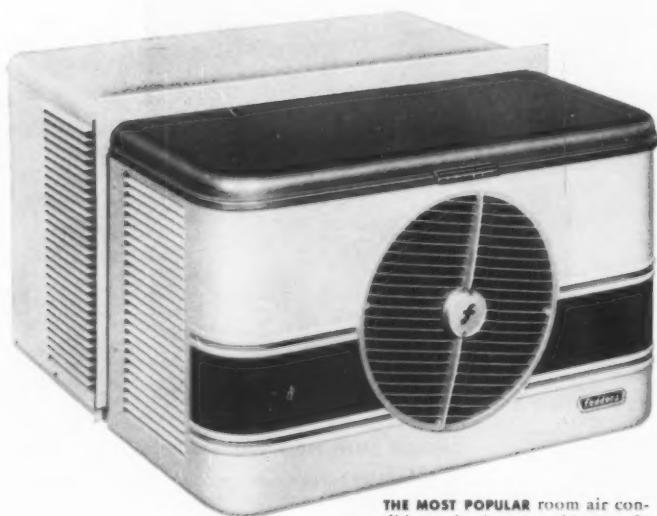


YOU'LL WIN
MORE SALES WITH
THE FEDDERS
ROOM AIR
CONDITIONER!



says: **PHIL RIZZUTO**

Star Shortstop of the New York Yankees



THE MOST POPULAR room air conditioner in America, this new $\frac{3}{4}$ ton unit will pace Fedders dealers to a new sales high during 1952.



PRODUCT: Again this year Fedders offers you a line of Room Air Conditioners second to none in terms of design, engineering and performance in the field. Available in $\frac{1}{3}$ ton, $\frac{1}{2}$ ton, $\frac{3}{4}$ ton, 1 ton and $1\frac{1}{2}$ ton capacities, both the window and console models come in a variety of cabinet finishes ranging from smart Hawaiian Tan to Blond Avodire and including natural wood and ivory. The new 1952 Electric Dehumidifier has already captured the enthusiasm of the nation's Distributors and Dealers alike.



ADVERTISING: Fedders continues its dominant advertising with 17 ads in the POST plus ads in Life, Better Homes & Gardens and 14 other national magazines. In addition, Yogi and Phil plus beautiful Ann Sothern will be selling Fedders in a Television Spot Campaign in major markets starting in May.



PROMOTION: This year we've wrapped up a specialty appliance merchandising package that is more powerful than ever! Brochures, literature of every type and description, the powerful and already famous

Any way you look at it, you can't lose . . . because

***fedders* COVERS ALL**



says: YOGI BERRA

Yankee Catcher voted the American League's Most Valuable Player

Fedders Demonstration Center, tie-ins with national radio, screen and sport stars, give you everything you need to capture the lion's share of this profitable room air conditioner business.



MARKET: In just three years this spectacular room air conditioner business has zoomed to where it racked up almost \$100,000,000 in sales during 1951 . . . more than such established appliances as ironers, dishwashers and food waste disposal units. No problem of high saturation. No trade-in problems . . . every sale is a full profit deal. And the Electric Dehumidifier is proving to be a real profit sleeper!



THE PITCH: This year Fedders dealers will have the most effective point-of-sale selling aid ever devised . . . **THE NEW FEDDERS DEMONSTRATION CENTER!** Occupying a space only 30" x 57" this selling center provides an organized place to sell . . . and an organized story to tell. It dramatically presents the entire Fedders story . . . cues the salesman when he's making his pitch . . . or functions as an automatic salesman when the prospect is unattended.



(Streamlined, compact, only 15" wide, 22½" high, 13½" deep)

A REAL PROFIT SLEEPER, this new electric dehumidifier will make you forget the term "summer slump". Get details from your Fedders distributor now!

WANT TO BET ON THE WINNER?
MAIL THIS COUPON **NOW!**

THE BASES!

FEDDERS-QUIGAN CORPORATION,
Dept. EM-4, Buffalo 7, New York

Please rush me full details on how I can cash in on your Room Air Conditioner program.

The New Fedders Dehumidifier looks like a good bet for me. How do I get in on the act?

Name.....

Address.....

Company..... City.....

County..... State.....

Most Powerful Sales Feature

in Door Storage Refrigerators . . .



It's the exclusive
PHILCO
DAIRY BAR
 with the wonderful
Cheese Keeper

Yes, the sensational Philco Dairy Bar, with the exclusive Cheese Keeper, is the talk of the industry . . . Philco once again blazes new trails in door storage design, convenience and luxury. Distributors and dealers everywhere are acclaiming its exciting sales features.

The Philco Dairy Bar revolutionizes all previous standards in auxiliary door storage . . . a triumph in consumer appeal! . . . strong, sturdy shelves, yet delicately designed to add grace to the kitchen . . . convenient shelves for proper storage of all dairy products; with added space for quantities of fruits, jars, bottles and assorted foods . . . And a butter keeper which stores butter at just the right temperature . . .

And, the exclusive Philco Cheese Keeper . . . boon to the millions of cheese lovers all over America . . . This special 3-piece receptacle, combination storage and serving tray, is designed to meet Department of Agriculture recommendations for keeping cheese store-fresh for weeks!

Add to these features the many other outstanding advances in Philco

single-door refrigerators . . . modern zero zone horizontal freezer for storing up to 77 pounds of frozen foods . . . fully adjustable shelves . . . Add to these features the brilliant new styling with the glamorous new Key Largo color design . . . and you have the greatest merchandising package in the industry. Take advantage of the Philco franchise . . . most profitable franchise in the industry!





**"I RECOMMEND TIDE FOR WASHING MACHINES
BECAUSE IT CUTS COMPLAINTS
TO A MINIMUM!"**

**says FRANK ROARK, owner of The Good Housekeeping Shop,
Fort Worth, Texas, who sells Frigidaire Washing Machines.**

"I used to get complaints from some of my customers on the results they were getting," says Frank Roark. "Know what I told them? Try using Tide, I said, then come and tell me! And, you know, since they've been using Tide they've been getting wash that's dazzling clean! And me—I've been getting no more complaints. That's why I'm recommending Tide at the very start—when I first sell the washing machine!"



It's Smart Business

**TO RECOMMEND TIDE BECAUSE TIDE
MAKES WASHING MACHINES PRODUCE
CLEANEST CLOTHES!**

- Tide gets clothes cleaner than any soap of any kind. Your customers discover this the minute they rinse out a Tide wash. Tide makes the washing machines you sell produce the cleanest clothes possible. Laboratory tests prove it!
- Tide banishes soap film—leaves no gray streaks on clothes!
- Tide eliminates all need for water softeners or bleaches!

TO BUILD BETTER APPLIANCE BUSINESS:

1. When you build displays, use Tide—the 3 to 1 favorite!
2. When you're demonstrating a washing machine, use Tide—it gets clothes cleaner!
3. When you sell a washing machine, recommend the continual use of Tide—for satisfied customers!

It's Good Business

**TO RECOMMEND TIDE
BECAUSE MORE WOMEN USE TIDE THAN
ANY OTHER PRODUCT!**

More women use Tide in both automatic and conventional washers than any other product on earth. Tide outsells its nearest competitor by 3 to 1.



For FREE display material, write to: Tide Home Laundry Bureau, 1429 Enquirer Building, Cincinnati 1, Ohio.

Ride with



**America's Largest-Selling
Washing-Machine Product!**



A Product
of
Procter & Gamble

Morton Dividend Kitchens

WILL MAKE YOUR SALES ZOOM!



new national advertising for you

We are coming out this month with the opening smash of our 1952 advertising campaign, directed to *your* best customers and prospects. Reproduced above is our first 1952 advertisement, running in beautiful *full color* in the April issue of *Better Homes and Gardens*. This advertising will draw thousands of replies from prospects with money to buy; all these replies will be routed to Morton Dealers. 'Nuff said!

YOUR KELVINATOR DISTRIBUTOR HANDLES THE MORTON LINE...SEE HIM

***PANTRYETTE**, the all-steel wall cabinet with sliding glass doors and "inside-outside" lighting is an exclusive Morton product.



MANUFACTURERS OF STEEL KITCHEN CABINETS

MORTON MANUFACTURING CO.
5125 West Lake Street, Chicago 44, Ill.

APRIL, 1952—ELECTRICAL MERCHANDISING

this Electric Housewares
Spring 1952
SALES PLAN
is sponsored by
your favorite
manufacturers —
all members of the
Electric Housewares
Section of NEMA

American Electrical Heater Co.
"AMERICAN BEAUTY"
Avon Industries, Inc.
"AVIN"
Camfield Manufacturing Company
"BLUE RIBBON"
Gasco Products Corp.
"CASCO"
Chicago Electric Manufacturing Co.
"HANOTHOT"
Cory Corporation
"CORY"
Dormeyer Corporation
"DORMEYER"
Duane, Inc.
"DUAINE"
The Emerson Electric Mfg. Co.
"EMERSON-ELECTRIC"
Fieldcrest Mills Division
Marshall Field & Co., Inc.
"FIELDCREST"
The Fresh-Aire Company
(Div. of Cory Corporation)
"FRESH-AIRE"
General Electric Company
"GENERAL ELECTRIC"
General Mills, Inc.
Home Appliance Dept.
"BETTY CROCKER"
Hamilton Beach Company
Div. of Scovill Mfg. Co.
"HAMILTON BEACH"
The Hobart Manufacturing Co.
"KITCHEN AID"
Knapp-Monarch Company
"K-M"
Landers, Frary & Clark
"UNIVERSAL"
National Pressure Cooker Co.
"PRESTO"
National Stamping & Electric Wks.
"WHITE CROSS"
Nesco, Inc.
"NECO"
Nernic Industries, Inc.
"INRAELECTRIC"
Oster Manufacturing Co., John
"OSTER"
Procter Electric Company
"PROCTER"
Reeves-Ely Laboratories, Inc.
"WARM-DURABLE"
Rival Manufacturing Co.
"STEAM-O-MATIC"
Samson United Corp.
"SAMSON"
The Silex Co.
"SILEX"
Toastermaster Products Division,
McGraw Electric Company
"TOASTERMASTER"
U. S. Mfg. Corp.
"U. S. ELECTRIC"
Westinghouse Electric Corporation
"WESTINGHOUSE"



Tie-in your store with nation-wide, industry-wide campaign to make
ELECTRIC HOUSEWARES GIFTS FIRST CHOICE

FOR MOTHER'S DAY • FATHER'S DAY
WEDDINGS • SHOWERS • ANNIVERSARIES
BIRTHDAYS AND EVERY GIFT OCCASION!

SEND COUPON BELOW FOR YOUR FREE OFFICIAL PLAN BOOK

ELECTRIC HOUSEWARES SECTION
National Electrical Manufacturers Association
155 East 44 Street, New York (17), N.Y.

Please RUSH *postpaid* 72 piece official display kit
for my **CASH-IN TIE-IN**. Check (or money order)
for \$3.95 enclosed.

Name _____

Store _____

Address _____

City _____ Zone _____ State _____

**ORDER NOW THE BIG OFFICIAL
DISPLAY KIT... ONLY \$3.95**

Here is everything you need to get on the bandwagon for extra sales... extra profits. Stimulate your electric housewares sales with these three-color posters, streamers, pennants, counter cards and item price tickets. 72 pieces... enough to stage a record breaking spring sales jamboree. SEND IN YOUR ORDER COUPON TODAY.

24,864 retail stores tied in with the 1951 Electric Housewares Gift Campaign sponsored by NEMA Electric Housewares Section. This year it is bigger and better than ever — with a concrete, down-to-earth, grass-roots program. A 32 page Spring Sales Plan Book, complete with details of what-to-do and how-to-do-it and including a three-color poster has already been mailed to dealers, distributors and others concerned with the sale of electric housewares. SPRING GIFT SALES ARE EXTRA SALES! TIE IN AND CASH IN!

ELECTRIC HOUSEWARES SECTION • NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
155 East 44th Street, New York 17, N. Y.

**Q: What manufacturer of
small electric appliances
has increased its
business fivefold in
the last ten years?**

***The answer is a key to your
future profits.***



**Q: What manufacturer
of small electric appliances
has made this fivefold
gain because of
overwhelming consumer
preference created by
the most powerful
advertising campaigns
in the business?**

*The answer is the key to higher
customer loyalty for you.*

Next page, please—→

**Q: What same electric
appliance manufacturer
can promise you
uncompromising quality
for all of 1952?**

***The answer means continued
consumer preference.***

THE RIGHT ANSWER:
is the Small Appliance
Division of the **GENERAL**
ELECTRIC COMPANY,
manufacturers of
G-E Toasters, Fans,
Mixers, Irons,
Automatic Blankets,
Heating Pads, Clocks,
and Vacuum Cleaners.



You can put your confidence in—

GENERAL  **ELECTRIC**

The General Electric logo, featuring the word "GENERAL" in a bold, sans-serif font and "ELECTRIC" in a similar font to its right. Between them is a circular emblem containing the interlocking "GE" monogram.

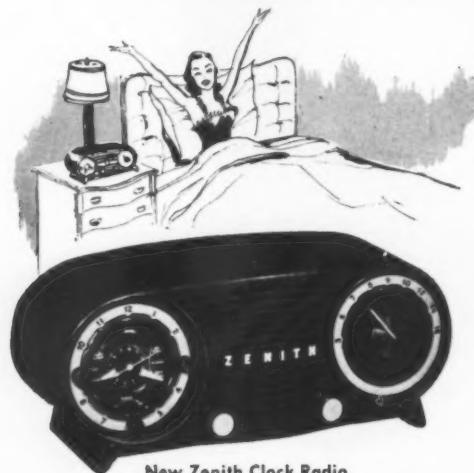
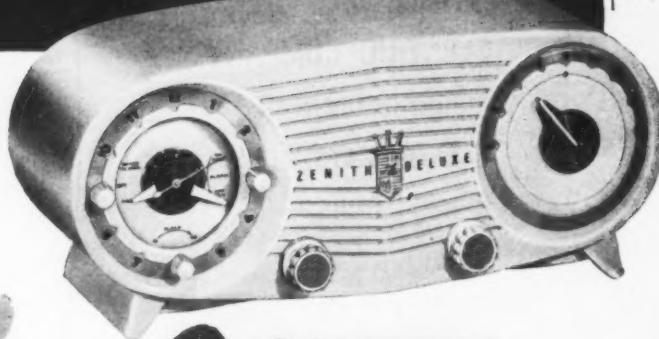
TO HELP YOU KEEP THE SALES CURVE CLIMBING ALL SUMMER LONG



gives you
the hottest merchandise our
industry has seen in years!

New Zenith Deluxe Clock Radio.

An extra powerful performer with amazingly sensitive Long Distance AM reception. Built-in Wavemagnet antenna. Handsome plastic cabinet in Bisque, Walnut, Ebony, Ivory and Dawn Grey.



New Zenith Clock Radio.

A moderately priced set featuring famous Zenith Long Distance AM reception. Built-in Wavemagnet antenna. Gleaming Ebony, Walnut, Ivory, French Green and Dawn Grey plastic cabinets.

2 GREAT Clock Radios

WITH "BIG SET" TONE—
DISTANCE—PERFORMANCE!

Let's keep that sales curve climbing—'round the clock and 'round the seasons. And to help you do just that Zenith brings you two sure-fire 'round the seasons sales hits, certain to keep sales high—and profits climbing—even during the usual summer doldrums.

Yes, it had to be Zenith to bring you these two magnificent new style Clock Radios. They're entirely new—entirely different. They boast "Big Set" Radio Quality—Tone—Distance—Performance!

And they sell on sight—because they're so different, so beautiful, so moderately priced. They come in an array of customer-winning, fashion-keyed colors to blend with any room—any decorative scheme.

One more thing about these profit-leaders. They take little room—and are easy to stock. A simple counter display is certain to pull in sales galore.

So don't miss out. Keep that sales curve high. Stock up! Display! Sell Zenith's great new Clock Radios!



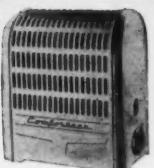
R-216A

ZENITH RADIO CORPORATION • Chicago 39, Illinois • Also Makers of Fine Hearing Aids

PAGE 48

APRIL, 1952—ELECTRICAL MERCHANDISING

8 models give you all the sizes and prices you need to sell 9 out of 10 customers!



COMFORTEER No. 112-112-C
Unvented circulator, 12,000 BTU. 112 in
White or Brown Porcelain. 112-C in
Brown "Hi-Bake" enamel.

Low-Priced to Cut Sales
Resistance—Yet You make
Your Regular Profit!

Complete line simplifies
inventory—saves valuable
space—gives you a
fast turnover—great for
price promotions and
multiple sales.



COMFORTEER No. 1023
Unvented circulator, 25,000 BTU.
Brown Porcelain enamel.



COMFORTEER No. 320-S
Vented circulator, 13,500 BTU.
Brown "Hi-Bake" enamel.



COMFORTEER No. 118-S
Unvented circulator, 18,000 BTU.
Brown "Hi-Bake" enamel.

INLAND



COMFORTEER No. 1123-S
Unvented circulator, 25,000 BTU.
Brown "Hi-Bake" enamel.



COMFORTEER No. 135-S
Unvented circulator, 35,000 BTU.
Brown "Hi-Bake" enamel.



COMFORTEER No. 1225-S
Unvented radiant-circulator,
25,000 BTU. Brown
"Hi-Bake" enamel.



COMFORTEER No. 218-S
Unvented radiant-circulator, 18,000 BTU.
Brown "Hi-Bake" enamel.

Your customers
can choose the right
Comforteer for
rooms, offices, stores,
factories, hotels,
farm buildings,
motels, etc.

GAS SPACE HEATERS

Quick sale features

"Eye-Catching" beauty

Reliably engineered for maximum performance

Sturdy, built-in quality

AGA approved

Extremely inexpensive to purchase

For money-saving reasons, this product
is a must. Call for the new
price "TODAY!"

Members

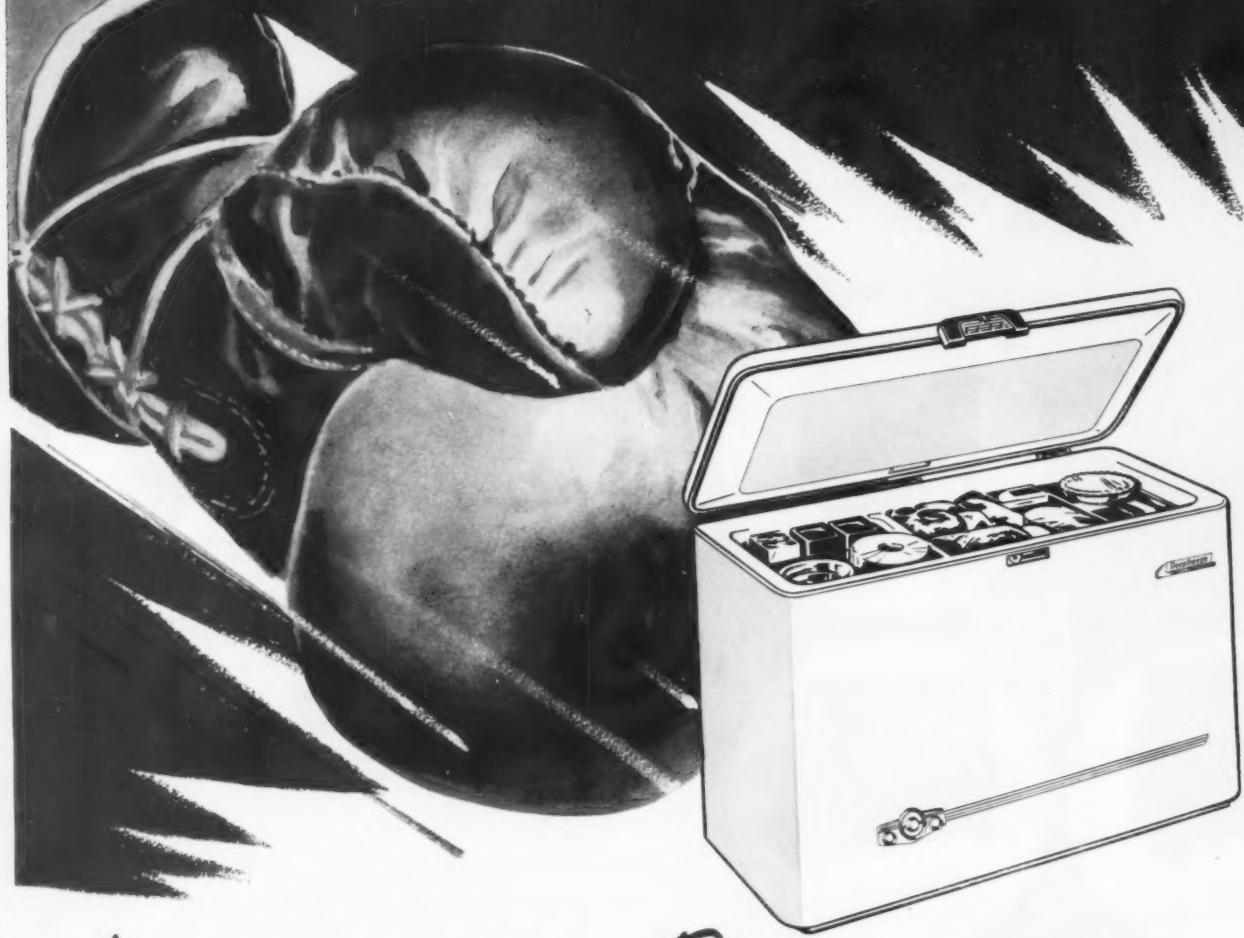
Several factors are important in
aggressive jobs like this:
location. Ask about the Comforteer
program... it's really working
for dealers.

INLAND STEEL

6532 SOUTH MENARD AVENUE • CHICAGO 38, ILLINOIS

Plant at New Orleans • Warehouse Stocks at New Orleans, Chicago,
Jersey City, St. Louis, Kansas City (Mo.)

DEEPFREEZE



1 HOME FREEZERS BY DEEPFREEZE

The "title holder" since the beginning of the industry has been Deepfreeze Home Freezers—and no challenger has even come close to them in advanced design, dependable performance and unquestioned nationwide acceptance.

The new 1952 Deepfreeze Home Freezers widen the margin of leadership still further. Each of them offers greater ca-

pacity at lower cost. Each of them has welcome features for extra convenience. And each is super-powered to quick-freeze foods and preserve them safely for long periods of time.

As you'd naturally expect of the leader, Deepfreeze offers the most complete line of Home Freezers—six models in 7, 13, 17 and 23 cubic foot sizes, so you can sell every customer!

Exclusive! Deepfreeze "Menu-Maker"

Four one-pint containers for pre-cooked meals or leftover foods. Freeze, heat and serve dinner in them. Made of anodized aluminum in gold, green, red and blue. Extra convenience!

Exclusive! Deepfreeze "Handy Basket"

Double-deck basket has unique hinged side for easy removal of bottom packages. Holds two rows of commercially packed foods and has convenient pastry rack for pies and cakes.

2 REFRIGERATORS BY DEEPFREEZE

Here's your "follow-up punch"—brilliant new Refrigerators by Deepfreeze to stand beside Deepfreeze Home Freezers on your floor and in the kitchens of your customers!

For years appliance dealers had asked us, "Why don't you make a line of refrigerators? Design them and build them as well as you do your Deepfreeze Home Freezers, and nothing

could compare with them!"

That's just what we've done, and those same dealers have told us that the new Deepfreeze Refrigerators are even better than they'd expected. Automatic defrosting? Certainly! And a host of other advanced features—including many that are exclusive to Deepfreeze—in a complete line of eight models in 9.5 to 11.5 cu. ft. capacities!

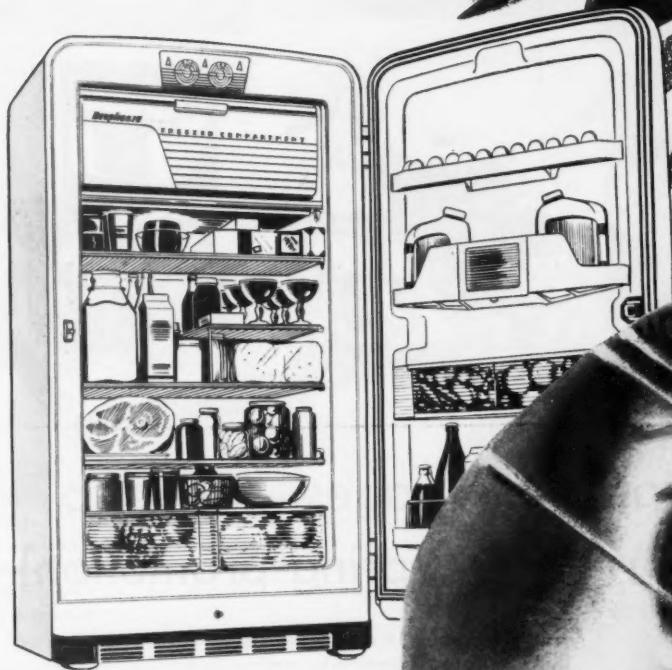
Exclusive! Deepfreeze Freezer Compartment!

Only Deepfreeze has the genuine Deepfreeze Freezer Compartment. It stores approximately 50 lbs. of frozen foods and really keeps ice cream hard. Separate freezer shelf holds ice cube trays.

Exclusive! "The Door that Stores More"

Not just shelves, but unique convenience features in the door! Outstanding are the Deepfreeze "Handy Jugs" for juices or water—and the "Handy Bin" for small greens, fruits or vegetables.

ONE-TWO PUNCH!



**Are you signed up
for the big bout?**

Now in full swing is the most energetic sales program ever staged by Deepfreeze, its Distributors and Dealers. Tied in are history-making national magazine advertising and Dealer promotion campaigns. See your Deepfreeze Distributor or write us for the whole story!

Deepfreeze Home Appliances

TRADE MARK REG. U.S. PAT. OFF.

© 1952 Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois.
Makers of genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters.
Specifications subject to change without notice.

McCall's sells with Ideas



April Idea: 6 appliance pages...tuned to good food, timed right for spring promotion!

Muffins sell toasters, cakes sell mixers...*food sells appliances* in April McCall's!

"Cook It Right," a six-page editorial in full color, shows McCall's homemaker audience...4,150,000 strong...how modern appliances contribute to clever cookery.

McCall's sells appliances this way every month of the year...with more idea-filled appliance pages than *any other* mass magazine.

Utility sales executives, polled by a large

manufacturer, overwhelmingly voted McCall's "the consumer magazine doing the best editorial job of educating readers to the advantages of owning modern home appliances."*

Only a woman's magazine, completely devoted to a woman's interests and enjoying her confidence, can do this kind of selling job for you. Only McCall's does it so well.

* Report available on request.



...the greatest name in appliance selling
circulation 4,150,000



230 Park Avenue, New York 17, N.Y.

APRIL, 1952—ELECTRICAL MERCHANDISING

HAYMAKER!

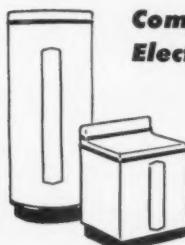


CONVENIENCE
ELECTRIC
RANGE
BY DEEPFREEZE

The final "haymaker" that will enable you to sell more *complete* kitchen ensembles is the brilliant new line of Deepfreeze Electric Ranges. A Deepfreeze Home Freezer, Refrigerator and Range make a matchless convenience team.

The new Deepfreeze Electric Ranges more than live up to the standards of beauty, efficiency and design which homemakers everywhere associate with the name Deepfreeze. High-Power Surface Units, Banquet-Size Oven, Modern Control Panel with Automatic Clock and 7-Speed Controls —these are only a few of the advanced features.

For the whole story on Deepfreeze Electric Ranges and how they enable you to build your business and your profits, see your Deepfreeze Distributor or write us today!



Complete Line of Electric Water Heaters by Deepfreeze, too!

You can fill every family's hot water needs with the complete line of Deepfreeze Electric Water Heaters. Both round and table-top models in a wide range of capacities.

Deepfreeze Home Appliances

TRADE MARK REG. U.S. PAT. OFF.

© 1952 Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois.
Makers of genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters.
Prices and specifications subject to change without notice.

NOW...a new 1952

Motorola

CAR RADIO



to sell for only

\$ **39 95**

MODEL
401A

A price that opens the way to thousands of sales! Now you can reach the truck and car owners who want top quality, luxury listening at a budget price. This compact, all-in-one unit has a built-in Alnico V speaker and chrome trimmed control head—mounts quickly and easily into the instrument panel of most cars and trucks. New resistors cut high speed and vibration distortion; patented motor noise filter; improved automatic volume control.

place
your order
today!

and your bigger sales opportunity
in custom-built car radios . . .

Motorola

Interchangeable
Unit

4-WAY CHOICE OF INSTALLATION

1 DE LUXE CUSTOM SET

6-Tube Power*
Micro-Max Manual Tuning

FOR 1952 CHEVROLET • OLDSMOBILE
BUICK • PACKARD • KAISER • HENRY J
STUDEBAKER • HUDSON • PONTIAC
GMC TRUCK • CHEVROLET TRUCK
and adaptable to many older models of these cars.

2 Golden Voice CUSTOM SET

8-Tube Power*
Micro-Max Manual Tuning

3 DE LUXE CUSTOM SET

6-Tube Power*
Lok-Set Pushbutton Tuning

Another exclusive Motorola FIRST that means more sales, more profits and more prospects for you! No longer just one choice but *four*! Car and truck owners can specify the power they want and the tuning they want—in the exact combination desired. Units are compact, easy to install—with exceptional sensitivity and selectivity, amazing reception power, free of interference, distortion and fade-out! New automatic volume control and "Acoustinator" tone control; extra-dependable Concentrated-Power chassis built to outperform all others.

4 Golden Voice CUSTOM SET

8-Tube Power*
Lok-Set Pushbutton Tuning
*Including Rectifier

Every custom-built set installed with big 6x9" speaker and control plate to match specific instrument panel.

EASY TO SELL • EASY TO STOCK • EASY TO INSTALL!

Prices and specifications subject to change without notice

Motorola

Golden Voice
CAR RADIOS

A Simple 5-Minute Demonstration Sells AMPRO Tape Recorders!



FAIR TRADE PRICE

\$119.75

*It's as simple
as this...*

RECORDS ANYTHING Plays back instantly!

- Two Full Hours on One 7 inch reel
- Light, Compact: Weighs Only 17 Pounds
- Easy to Thread, Operate
- Big 5" x 7" Speaker
- Motor Rewind and Fast Forward

- 1 Record and play back music or your own "commercial" to attract customers!
- 2 Invite customers to hear their voices . . . put up a counter-card with a "Free . . . hear your voice" message!
- 3 Encourage customers to operate it themselves. If children are present, record and play back children's voices!
- 4 Whenever possible, find out a customer's business . . . then explain how he can use the tape recorder in business, too!
- 5 Clinch the deal by pointing out the economy of Ampro . . . in first cost and long run operating cost!

MAIL THIS COUPON...TODAY

Ampro Corporation, Dept. EM-4-52,
2835 N. Western Ave., Chicago 18, Ill.

I am interested in complete information on a franchise for the new AMPRO Tape Recorder. I am a () Dealer () Distributor.

Name.....

Firm Name.....

Address.....

City..... State.....

AMPRO CORPORATION

2835 N. Western Ave., Chicago 18, Ill.
(General Precision Equipment Corporation Subsidiary)

8mm Cameras and Projectors • 16mm Sound-on-film
Slide Projectors • Tape Recorders

Woman's Day Parents' GOOD HOUSEKEEPING Pathfinder Better Homes and Gardens
 COMPANION JOURNAL LADIES' HOME
 AMERICAN HOME McCall's Country Gentleman

LIFE

We're telling
 OVER 38,000,000
 HOME MAKERS

ONLY 1 WOMAN
 IN 40,000
 WILL BE ABLE TO
 GET ONE OF THESE
Magic Chef
 GOLDEN JUBILEE GAS RANGE



HERE'S WHAT THAT
 MEANS TO YOU:

It means you're going to get PLENTY of store traffic, and ADDED SALES! Thousands of your potential customers will see our ads in LIFE, LADIES' HOME JOURNAL, WOMAN'S HOME COMPANION, and many other national magazines, plus—a page in full color in BETTER HOMES & GARDENS! Many of these readers will come to YOUR store to see this beautiful new *Magic Chef*. Some will be sold by this powerful advertising program: others will be "just looking." But you're going to sell plenty of *Magic Chef* gas ranges, and other appliances too, as a result of this added traffic. See your *Magic Chef* salesman or write *Magic Chef*, Inc., and order the traffic-stopping new *Magic Chef* Golden Jubilee line today!

MORE WOMEN LOOK ON
Magic Chef
 THAN ON ANY OTHER RANGE

Magic Chef INC., 1641 S. KINGSHIGHWAY, ST. LOUIS 10, MO.





Blackstone



WRINGER
WASHERS



AUTOMATIC
WASHERS



DRYERS
GAS & ELECTRIC



IRONERS
PORTABLE & CONSOLE



COMPLETE
LAUNDRY UNIT

THE MOST SERVICE-FREE HOME LAUNDRY APPLIANCES IN AMERICA

Two Washers...

*one wanted to dance,
the other one didn't*

A Story about Service Problems

Excessive vibration in *any* automatic washer will cause it to "dance." Because vibration directly results in undue wear, mechanical "fatigue" and ultimate breakdown, servicemen eventually have to dance attendance to these machines.

Many cylinder washers on the market today must be bolted down. Floors must be reinforced or concrete blocks used. Installation is both costly and time-consuming—but a difficult vibration problem inherent in their spin cycles makes it necessary.

Even some agitator washers are not fully free of vibration, despite ingenious methods used to control it. They cannot be butted close to base cabinets or other appliances to form a continuous work surface. Consequently, they do not adapt well to the "upstairs" laundry.

That is why Blackstone eliminates vibration on the drawing boards.

You never have to bolt down a Blackstone washer—it is completely free of all damaging vibration. Its mechanism "floats" on cushion rubber mounts which absorb vibration at its *source*. They do not transfer it to the base and cabinet. They make possible high-speed rotation and a more thorough damp-drying job.

No wonder Blackstone dealers spend more time selling...less time servicing. And no wonder...

There has always been a waiting list for Blackstone

We have *never* been able to build enough Blackstone Automatics to supply the demand. (Our national advertising headlines this fact today.)

When material restrictions permit, expanded facilities will vastly change this picture.

And hand-in-hand with increased production will come the greatest sales and advertising program in Blackstone history.

Blackstone

The oldest manufacturer of home laundry appliances

BLACKSTONE CORPORATION, JAMESTOWN, NEW YORK

**Straight-from-the-shoulder facts
show you save in every way with
CHEVROLET Advance-Design TRUCKS**

**FACT
No. 1**

COSTS LESS TO BUY

Match a Chevrolet against any comparable truck capable of handling the same payloads. You'll find Chevrolet trucks *list for less*, yet offer ruggedness, stamina and great features not found in the other truck.

**FACT
No. 2**

SAVES MONEY ON THE JOB

Experienced truck operators know Chevrolet trucks cost least to own and maintain. Valve-in/Head economy, in the Loadmaster or Thriftmaster engines, saves on gas. Four-way engine lubrication reduces wear and oil costs. Rugged construction means long life.

**FACT
No. 3**

RIGHT TRUCK FOR EVERY LOAD

Chevrolet trucks are factory-matched to your payload and service requirements. You don't buy "too much truck" or "too little truck." Frame, axles, springs, body, brakes and power are balanced for the job.

**FACT
No. 4**

KEEPS ITS VALUE LONGER

Records show that Chevrolet trucks traditionally bring more money at resale or trade-in than many other makes. Chevrolet's market value stays up because the value stays in! More proof that Chevrolet is the best truck buy! See your Chevrolet dealer soon.

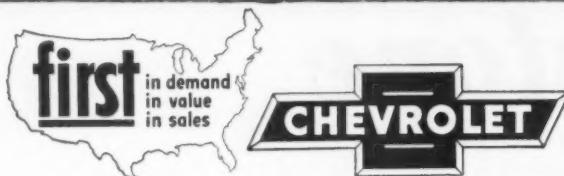
CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load. • **POWER-JET CARBURETOR**—for smooth, quick acceleration response. • **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement. • **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. •

HYPOID REAR AXLE—for dependability and long life. • **TORQUE-ACTION BRAKES**—on light-duty models. • **PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES**—on medium-duty models. • **TWIN-ACTION REAR BRAKES**—on heavy-duty models. • **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models. •

• **CAB SEAT**—with double-deck springs for complete riding comfort. • **VENTIPANES**—for improved cab ventilation. • **WIDE-BASE WHEELS**—for increased tire mileage. • **BALL-TYPE STEERING**—for easier handling. • **UNIT-DESIGN BODIES**—for greater load protection. • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN





Model 75WAC

Extends only 9½" into the room

Vornado's[®] Modern Styling

sets the Pace Again

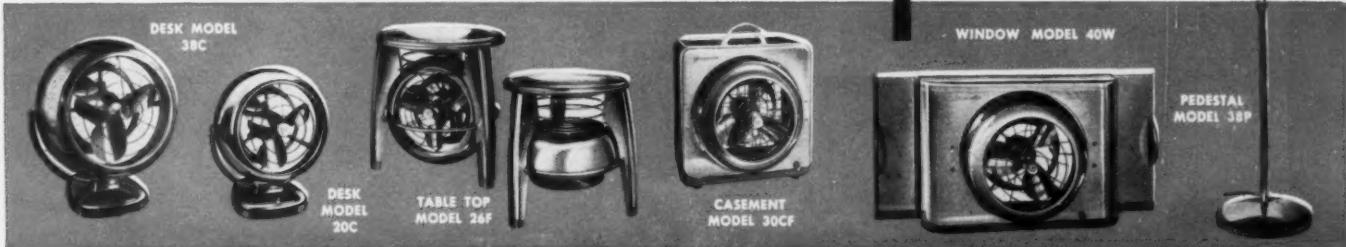
- Now in Vornado you can sell the outstanding air conditioner in the field. The new Vornado Air Conditioner paces the field in beauty, in styling, and engineering design.

The beautiful two-tone grey-green cabinet, with highlights of burgundy and gold extends only 9½" into the room.

It's smart — it's attractive — it's efficient. Learn more about it today!

Vornado DISTRIBUTORS ARE NOW SELECTING AND FRANCHISING KEY DEALERS.
CALL YOUR DISTRIBUTOR RIGHT NOW!

COMPARE THE PROFIT ON VORNADO



THE O. A. SUTTON CORPORATION . . . WICHITA, KANSAS, U. S. A.

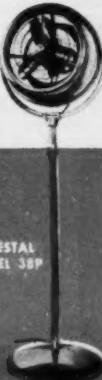
COMPARE THESE Plus ENGINEERING FEATURES

1. Variable Speed Cooling Control gives adjustable output from 8,800 to 7,000 BTU/hr.
2. Pressure exhausting with or without compressor operating for year 'round use.
3. Installation is easy, fast, safe — from inside the room.
4. Designed, engineered, manufactured, and guaranteed by Vornado.

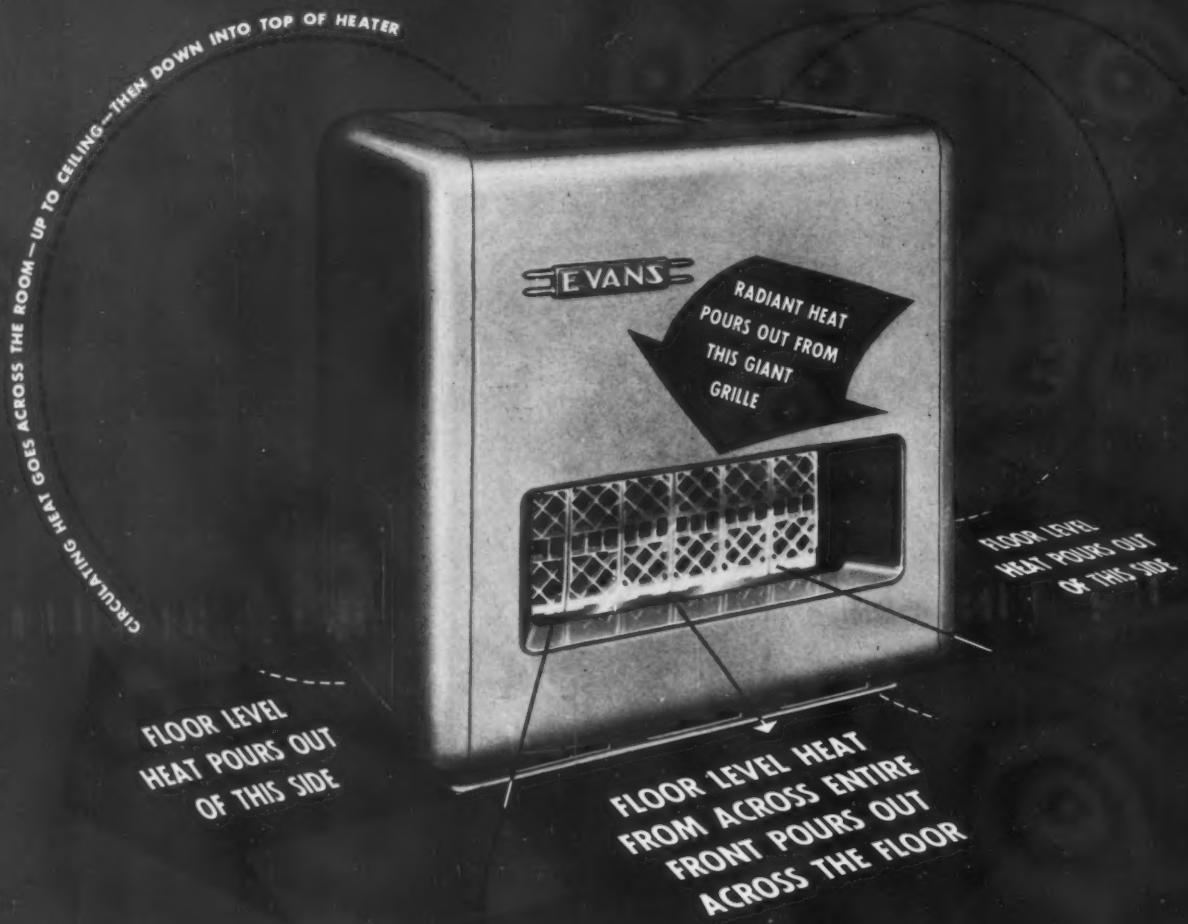
COMPARE THESE Plus SALES FEATURES

1. A modern design with more beauty and styling.
2. Twin Air Directors provide complete circulation of cool air in any direction, penetrating up to 30 feet without drafts.
3. Handy operating controls conveniently located on front of cabinet.
4. Cabinet extends only 9½ inches into the room.
5. Metal filter, easily accessible, can be quickly cleaned for longer life and better service.

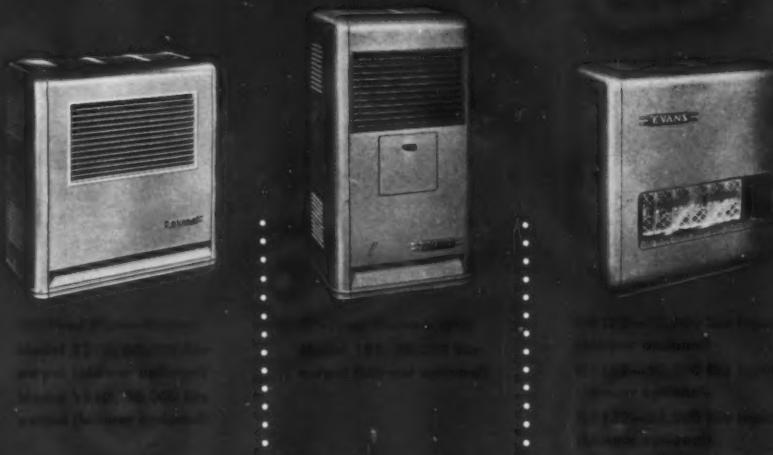
Vornado
cools the nation!



DOWN-FLO HEAT ACTION



The Great Evans Line of Product Values is Packaged with Powerful Demonstrable Sales Advantages that Move Merchandise . . .



NOW'S THE TIME TO LINE

FLOOR LEVEL HEAT

Glass Front Radiant

EVANS scoops the market . . . again . . . with these outstanding sales advantages

No other glass front radiant on the market gives you all these features to sell:

- It pulls wasted warmth down from the ceiling
- It passes it over the giant heat chambers
- It circulates over 12,000 cubic feet of warm air per hour
- It keeps the whole room comfortable—from floor to ceiling
- It gives you three kinds of heat—circulating, fan-forced and radiant heat—in one unit
- It spreads a carpet of comfort from wall to wall—2½ times more heat at floor level
- It is designed as a low-boy console

- It offers simplified lighting
- It incorporates furniture-piece styling
- It has big heat transfer surfaces that mean fuel economy
- It puts out twice the radiant heat output of conventional units
- It is simple-to-service and trouble-free

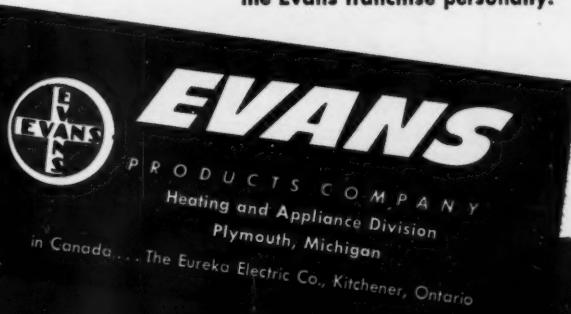
These are sales advantages that any retail salesman can demonstrate . . . in which any customer can see for himself the EXTRA VALUE that EVANS delivers for his heating dollar.

Oil or gas . . . EVANS gives you the values you need to move merchandise in volume

Whether it's style, features, performance or well-known name, Evans gives you the edge in values . . . an edge that makes selling easier. Evans "down-to-earth" prices wrap up these values in a competitive package that is the standout mover in the industry. Any Evans dealer or distributor will tell you that this is so . . . and that he has consistently made money with Evans.

SOME TERRITORIES ARE STILL AVAILABLE

If you are interested, this may be the time to talk over the Evans franchise personally.



UP WITH THE LEADER...

POINTING the WAY

To Continuing Prosperity

The set of figures in the middle of this page is news of high importance to every American.

In effect, it says that there is no basis in fact for all this talk about a collapse of capital expenditures plunging us into a depression following the industrial build-up for defense.

Such talk assumes that without defense orders business would spend relatively little for new industrial plant and equipment. The figures below show that that assumption is not justified.

penditures in 1953, 1954 and 1955, provided the money to carry them out can be obtained.

A Record in '52

As was expected, their plans call for another record-breaking volume of capital expenditures by business in 1952. But, as many did not expect, the McGraw-Hill survey also discloses plans for very heavy capital expenditures in each of the three years following. Expenditures now planned for those years are, to be sure, lower than those planned for 1952. But the significant fact is not that

	Actual Spending 1950*	Actual Spending 1951*	McGraw-Hill Survey			
			Planned	—Preliminary Plans—		
				1952	1953	1954
Manufacturing	7,491	11,141	12,921	10,028	8,525	8,194
Mining	684	806	943	415	321	358
Railroads	1,136	1,564	1,642	1,248	1,117	1,002
Electric & Gas Utilities**	3,298	3,676	3,948	3,360	3,204	2,748
Other Transportation & Communications	1,392	1,592	1,721	1,671	1,943	1,839
ALL INDUSTRY	14,001	18,779	21,175	16,722	15,110	14,141

*U. S. Department of Commerce
**Electrical World (A McGraw-Hill publication) and American Gas Association.

The figures come from the fifth annual McGraw-Hill survey of business plans for new plant and equipment. Companies were asked to report through that survey not only their plans for 1952, but plans they now have in hand for capital ex-

penditures in 1953, 1954 and 1955, provided the money to carry them out can be obtained.

The significant fact is that the expenditures already planned for 1953-55 are so high. For example,

those now planned for 1955 would be higher than those of 1950, which, at that time, were second highest in our history.

If these plans are carried out we shall have an essential element of continuing prosperity. Sustained expenditures for capital expansion and betterment account directly for a large share of our employment and consumer income. Moreover, consistent modernization of industrial plant raises production efficiency and brings more and better goods and services within reach of more consumers.

It is not to be expected, of course, that we can come down from the peak of the defense boom without readjustments in some sectors of business. But if capital expenditures by business are carried out on the scale now planned, we shall be able to take any necessary readjustments in our stride, and continue to increase our industrial strength.

From V-J Day to the end of this year, manufacturing industries will have spent over \$60 billion for new industrial plant and equipment. This is more than the value of all the plant and equipment these industries had on their books at the end of World War II. It is this heavy outlay that causes some, assuming most postwar plans for industrial expansion and modernization will be completed, to fear a collapse of capital expenditure.

Plans to Go Ahead

But American industry still has plans to go right ahead expanding and improving its facilities. This was the most striking single finding of this year's survey.* It disclosed also that after 1952:

— 83 per cent of the companies answering the survey are planning substantial further modernization.

— 48 per cent will need more capacity to make their present products.

— 33 per cent plan additional capacity to make new products.

It cannot be too strongly emphasized, however, that these plans represent what American industry wants to do. They are a concrete expression of hope and aspiration. As such they are extremely important, for they dispose of the idea that business considers the job of expanding and improving its facilities as finished, or anywhere near finished.

But the plans carry no guarantee of accomplishment. If they are to be realized, business must have

the funds to carry them out. There is no assurance that the money will be available if the present level of corporation taxes is continued. Eight out of ten companies, according to the McGraw-Hill survey, will rely entirely on profits and reserves to finance their 1953-55 programs. So, in calculating their programs for these years, the companies were asked to assume relief from "excess profits" taxation.

Federal taxes now take at least 52 per cent of a corporation's profits, and 82 per cent of any profits in the so-called "excess profits" bracket. Despite this drain on their funds, companies are able to finance their 1952 programs because (1) they are borrowing heavily, and (2) many of them are getting government loans or special tax concessions on new facilities installed for defense purposes. But these are emergency aids.

Only Two Ways

When the present defense program tapers off, there will be only two ways by which business can possibly increase its principal source of funds for new plant and equipment. One way is to make more profits before the tax collector takes his cut. And the only way many companies, already operating at capacity and high efficiency, can do that quickly is by raising their prices. That is an unpopular method. Also, with the return to more competitive markets, it might be self-defeating.

The other way is for the federal government to release its strangle hold on business profits. The so-called "excess profits" tax—the 82 per cent tax which is really a tax on business growth—should be repealed, effective January 1, 1953. And a cut in the basic tax of 52 per cent on all corporate profits should come not much later. That is by all odds the most important single step toward assuring that business plans already made for capital investment in 1953, 1954 and 1955 are carried out. It is the most important single step toward sustaining our present prosperity.

Through its plans for continued expansion and improvement of its facilities, American business clearly points the way to avoid the depression that so many have feared—and the Communists have so ardently hoped—would follow the peak of defense mobilization. It will be a tragedy for our country and for Americans in every walk of life if we do not insist that business get the chance to follow this wise and constructive course.

McGraw-Hill Publishing Company, Inc.

*Note—A copy of the full report of this survey can be obtained by addressing: Department of Economics, McGraw-Hill Publishing Co., Inc., 330 West 42nd St., New York 36, N. Y.



... are coming aboard the

DULANE Profit Plane



★ 6 Gay decorator colors and gleaming chrome—Fryryte adds another first with colors to harmonize with any kitchen. There's more to say and more to display with Fryryte.

★ More compact in exterior design yet larger in cooking volume. Women like the minimum storage space requirements of Fryryte and simply love its big-family cooking capacity. There's more to see than meets the eye.

★ No messy pots to clean. Fryryte brought new convenience to deep fried cooking. Oils are stored in Fryryte for repeated use.

★ Automatic — Quick — Fryryte introduced new, time-saving magic in cooking better foods. Accurate temperature controls assure more nourishment and digestibility in Fryryte cooked foods.

DULANE
Fryryte
TRADE MARK
ORIGINAL AUTOMATIC
ELECTRIC DEEP FRYER

DULANE INC.

1900 RIVER ROAD • RIVER GROVE, ILLINOIS



There's an easier way to close the deal...



emphasize the "DULUX" finish

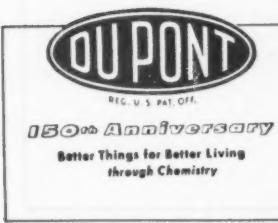
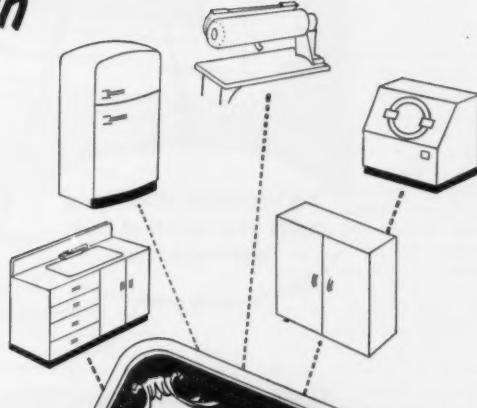
REG. U. S. PAT. OFF.

Don't break yourself up with tricky demonstrations! When a shopper chills the wind-up of your sales story with an icy stare, don't stop cold! Thaw her out by mentioning that the appliance is finished with Du Pont DULUX Enamel.

Sales-wise dealers point out how easy it is to keep DULUX always sparkling and clean. It will resist marring, scratching and stay gleaming white—eye-catching in the kitchen for years! And DULUX comes from Du Pont laboratories along with many other widely respected, high-quality products.

Does this wind-up work? DULUX has helped sell over 25,000,000 refrigerators and hundreds of thousands of other home appliances—unquestionable proof of DULUX acceptance!

So, feature the finish when you sell, it's the easier way to close the deal!



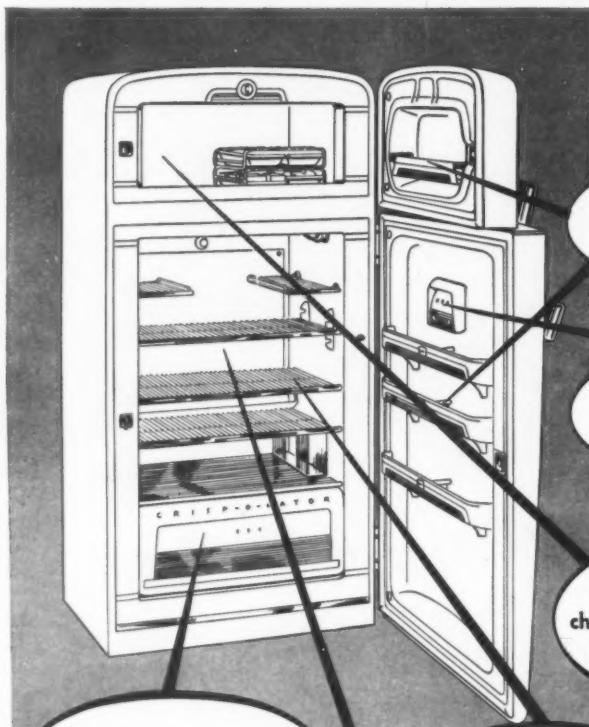
DULUX enamel

REG. U. S. PAT. OFF.

America's leading home appliance finish

CHEMICALLY ENGINEERED TO DO THE JOB BETTER

America wants it COOLERATOR has it The biggest 2-in-1 Refrigerator buy!



The most-wanted refrigerator model in the country today is the refrigerator-freezer combination—and this 11 cu. ft. Coolerator is the biggest 2-in-1 buy in the refrigerator field. Look at the features that make it sell!

Big vegetable crisper that holds 28.8 quarts of fruits and vegetables.

Adjustable adaptable shelves.

Big refrigerator compartment.

Big separate door freezer chest holds up to 75 pounds of food at zero temperatures.

Extra shelves in both doors.

Perfected automatic defrost.

Butter compartment.

Controlled moist cold—never too moist, never too dry.

Yes, when you take this sure-fire refrigerator-freezer combination and add all the other modern conveniences known to refrigeration—you've got a model that practically sells itself. See your distributor for details or write us direct.

Coolerator

ELECTRIC REFRIGERATORS, RANGES AND FREEZERS

AN IEC ASSOCIATE

Watch for
FULL PAGE COLOR ADS
in MAY and JUNE in

Saturday Evening Post
Ladies' Home Journal
Good Housekeeping
Successful Farming
Better Homes & Gardens

McCall's Magazine
Sunset
Household
Farm Journal

Electrical Merchandising

Despite high saturation,
the H. L. Miller Co., Pasadena,
gives irons major appliance treatment
with a demonstration-promotion
that cost only \$50,
but produced \$500 right away

By HOWARD EMERSON



SIXTY-ONE WOMEN crowd the H. L. Miller Co. appliance store in Pasadena, Calif., to witness a demonstration of an easy ironing method. Featuring a method instead of a product, and giving the promotion special features, produced immediate and future business for a small ticket appliance.

IRONS Get a "Major Appliance" Promotion

BY giving a small appliance promotion a few inexpensive features of a major appliance promotion, the H. L. Miller Co., Pasadena, Calif., produced more than \$500 in sales of hand ironing equipment within 10 days of an "ironing method" demonstration, and still had more than 50 live prospects from which to develop sales through letter and telephone follow-up. Total cost to the Miller Co. was \$50.

Although few dealers or distributors believe that an electric houseware already in heavy acceptance can be made the basis of a successful invitational store demonstration-promotion, the management of the 43-year old Miller concern agreed to cooperate in an experimental "ironing method" demonstration suggested by the western district sales office of the Proctor Electric Co.

Engineered by the same trio that developed and produced *The Kids Take Over* promotion (EM, March 1951)—Robt. DeWalt, then western sales manager, J. G. Booth, So. Calif. district manager, and Mrs. Dorothy Huse (Mary Proctor)—the Miller Co. promotion was designed "to find a different approach to the run of mill demonstration in order to attract

greater consumer interest and to hold the prospects' attention more closely." The dealer and the manufacturer's district office agreed on and carried out the following:

1. A DEMONSTRATION WITH APPEAL. A two-session, ironing method demonstration on the Miller Co. floor, conducted by Mrs. Huse as Mary Proctor, featuring a Proctor ironing equipment "package"—steam or dry iron, ironing table, special pad and cover, and Cordminder—at \$46.25, the regular area price.

Feature to build attendance and to hold attention to the end of the demonstration was a "20 Question" game in which the prospects answered true or false to a set of questions about the ironing techniques previously described. This question game, plus the writing of a 25 word essay on why the prospect would like to have the ironing equipment, became the basis for a prize of one complete ironing equipment set. To each of the 61 women who attended the demonstration, the manufacturer gave a "wrinkle eraser."

2. SALES TRAINING. A week before the promotion, Mrs. Huse visited the Miller store and conducted a product training meeting. Not only the ironing equipment, but other Pro-

ctor products were covered in this briefing of the Miller sales force and management personnel.

3. PROMOTION OF THE DEMONSTRATION. In advance, dealer and manufacturer agreed on how to draw a satisfactory number of prospects to the demonstration. Sales personnel were used to present personal invitations to every woman who came into the Miller store during the two weeks prior to the demonstration. To encourage this activity, Proctor offered a prize to the salesman who drew the most prospects. A special letter, mimeographed on the H. L. Miller Co. letterhead was prepared by Proctor and mailed by the Miller Co. to its prospect list, inviting the recipient "to watch Mary Proctor show how ironing can be easy", etc.

Two advertisements, one paid for by the dealer, the other on a 50-50 basis with Proctor, were run in the Pasadena *Star News* a few days before the promotion. As the demonstration came during a week when the Miller Co. was featuring products advertised in *Life*, a special "Life Window" was prepared by distributor Sues, Young & Brown. The center of the window featured the ironing equipment package. Around the edge was the atten-

tion-getting Proctor ironing equipment museum.

4. FOLLOW UP. While every effort was made to close sales after the demonstrations or to make appointments for personal demonstrations, the long range possibilities were not overlooked by the Miller Co. and the Proctor staff. Ten days after the demonstration, the "20 Questions" sheets, corrected where necessary, were mailed to every person who had taken part in the "game". It was almost certain that the prospects would re-read the questions, thus refreshing their minds on the major points of the easy ironing method demonstrated by Mrs. Huse. Under consideration was a second follow-up after two ironing days had passed following the demonstration. The idea of Proctor's Jack Booth, it was a telephone follow-up by Miller salesmen who would ask the prospect if, after using an older method of ironing, she had reconsidered trying the easy ironing method which she had seen demonstrated. The salesman would remind the prospect that the ironing equipment package was available to her on 10-day money back guarantee. This second follow-up brought the first three weeks returns to more than \$1,000 gross business.

• To see how the Miller Co. did it, turn the page →

IT WAS BASICALLY AN IRONING DEMONSTRATION...



1 Always Mrs. Huse, as Mary Proctor, emphasizes the need to take some of the drudgery out of weekly ironing chores, thus getting sympathetic ears when she points to her product's features as means to easier ironing.



2 Experienced demonstrator, Mrs. Huse gets the prospects to feel that they can do the ironing as easily and quickly as she by bringing one or more prospects to table to try it before the group.



3 She doesn't let go, knowing that the more exposure to the method and the products the more chances of buying. As group breaks up she invites them to come up and inspect shirt ironing technique.



4 Holding onto the best prospects, Mrs. Huse keeps their interest long after the demonstration. Giving personal approach to individual's ironing problems, she got try out, above. Result: two \$46.25 sales.

...BUT IT HAD FLAVOR OF A MAJOR PROMOTION



1 Contest, modeled on radio's "20 Questions" program, served: a. To build attendance; b. To hold group to end of program; c. To emphasize the many points about product and method shown by demonstrator.



2 Unprepared for task of correcting 61 "examination papers", originator Jack Booth of Proctor gets assists from H. W. Ellis and Earl Simmons of the Miller Co. and Toby Churchill of distributor Sues, Young & Brown, Inc.



3 The winner got a \$46.25 ironing equipment package which she examines in Miller Co. window. Emphasis on "package" instead of iron alone was a most successful feature, getting more interest, boosting gross sales.



4 Incentive for Miller Co. sales personnel to build attendance at demonstration by passing out invitations during previous two weeks, was a major promotion touch. Winning saleslady gets monetary reward from Mrs. Huse.



5 Sales training in the big ticket manner helped make the Miller staff more interested in the promotion, more effective in handling the prospects it developed. Miller Co. owner, Earl Simmons, got interested and took a try at "sittdown ironing" himself.



6 Full window on ironing was used to catch floor traffic and to get interest of those who attend the demonstration. Tied in with Miller Co.'s "Life" week was Proctor's famous iron museum, set up so that it surrounded a modern ironing equipment package. (END)

HOUSEWARES DISPLAYS BUILD GIFT SALES



MOTHER'S DAY display from NEMA's Plan Book represents a large family album, one page with Mother's picture, other with shelf unit.



DAD'S DAY display puts the old gentleman on a pedestal of beaverboard, includes selling sign copy and gift-wrapped boxes.



GRADUATION display as designed for NEMA Plan Book shows diploma-laden professor hurrying elsewhere. Beaverboard is the basic material.



ANNIVERSARIES can be emphasized any time with a display like this one which arranges housewares under a lovebird unit on a pole.

YOU MAY NOT KNOW IT, BUT . . . You're In The Gift Business



JOHN A. SULLIVAN

New NEMA campaign to build electric housewares volume emphasizes spring gift-giving occasions, offers wider market and more traffic to dealers

IF a good merchandising idea can be converted into hard cash, you'll find the smart retailer using it. That's why 24,500 dealers tied in with the Electric Housewares Gift Campaign last spring and were quick to snap up the merchandising ideas and promotional material offered during the fall-winter phase of the program.

Right now the expanded 1952 campaign is underway with an all-out promotion for spring and is aimed at stepping up electric housewares sales by

concentrating on the lucrative gift market. Although no exact figures are available, the gift market is estimated to run into the multi-billion dollar bracket every year. Last year, more than \$600-million passed over the electric housewares counter, but this year the industry's goal is to swell that amount to a whopping billion.

Since sales figures show that the majority of electric housewares business is done in the last six months of the year, the program is an attempt to

By JOHN A. SULLIVAN

Chairman Electric Housewares Section,
National Electrical Manufacturers Association
and Division Vice-President, Home Appliance
Marketing, General Mills, Inc.

spread this selling season to a year-round 12-month period. The basic idea and the theme of the campaign — **GIVE ELECTRIC HOUSEWARES, FIRST CHOICE FOR EVERY GIFT OCCASION**—sells merchandise every day of the year.

Primarily, selling sights are set on the spring gift target—Easter in March and April, Mother's Day in May and Father's Day and Graduation in June. Important every-day gift opportunities include weddings,



BIRTHDAY display resembles big cake. Various size platforms are covered with Facil-Fab and candles are painted.



WEDDING GIFT display features bells and ribbons cut from beaver-board; bow is made of paper ribbon. Poles at ends support bell unit.

showers, anniversaries and birthdays. Appliance dealers who tied in with the gift campaign last year benefited in more ways than one. Here's what's in it for you:

(1) OPENS A WIDER MARKET. The campaign attracts a larger share of the spending gift market into the appliance store. Gift buying extras, such as gift wrapping and gift certificates, help make the appliance store a gift store.

(2) INCREASES SPRING TRAFFIC AND SALES. The gift campaign draws more traffic and sales into stores during the usually "hungry" spring months, in particular, April, May and June.

(3) CREATES FASTER TURN-OVER. Through well-planned promotions, merchandise moves faster, keeps inventories fluid, creates resultant increased profits.

(4) SELLS GREATER VARIETY. The gift campaign opens sales for a wider range of electric housewares. Gift buyers are potential customers for all 30 or more basic electric housewares items.

(5) ESTABLISHES STORE AS

HEADQUARTERS. Promoting electric housewares through the gift campaign helps to establish the appliance store as electric housewares headquarters in the community. This is a long-range benefit that will continue to pay dividends far into the future.

The core of this spring's campaign is a comprehensive 32-page Plan Book, expanding the basic merchandising ideas of the campaign through new and powerful promotional ammunition. Its concrete 8-point plan spells out to every dealer—large and small—how he can tie in easily, economically and effectively for more profits. This Plan Book is being distributed to dealers without cost. If you have not yet received your free copy, write to: Electric Housewares Section, National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

Supplementing the Plan Book is the largest display kit ever offered by the industry with everything that the dealer needs for a selling promotion—counter cards, streamers, pennant displays, salesmen's badges, price markers (Continued at bottom of page 178)

How to Tie In With the National Campaign

Integrated ad campaigns, gift-wrapping help, instruction in visual merchandising and promotion show dealers the way to successful participation

By J. P. McILHENNY,

*Chairman, Sales Promotion Committee,
Electric Housewares Section, NEMA; and
Vice-President in Charge of Sales, Waring Products Corp.*

WHAT can an appliance dealer do to attract and sell the large gift market on a permanent basis?

The current 32-page *Retail Sales Plan Book*, prepared and distributed by the NEMA Electric Housewares Section, puts the necessary know-how into dealers' hands. It shows how to develop gift potential through merchandising, promotion and point-of-sale follow through. (Dealers can obtain copies free by writing to the Electric Housewares Section, National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.)

One of the most helpful phases of the Plan Book lies in its thorough approach to retail advertising through over 80 photographic reproductions of electric housewares products plus pages of artwork and selling headlines. All of these illustrations and headlines have been matted and are available to the dealer through his local newspaper. (If your newspapers have not yet received these mats they can obtain them free by writing to the above NEMA address).

Integration into Ads

How to integrate these uniform 2x2 in. photographs, headlines and spots into attractive, forceful ads is blueprinted on several pages of reduced-size layouts. The ads are all of uniform character and quality so that they can be utilized in a series for greatest impact. With all of this advertising ammunition, the dealer can build entire campaigns around Mother's Day, Father's Day, birthdays, weddings, anniversaries, graduations and showers. By a simple interchanging of photographs and headlines, and the addition of copy, this section can be used over and over again.

The Plan Book outlines a way to attract the gift buyer through a city-wide cooperative program. The program might include tie-in advertising by all electric housewares dealers in a special newspaper section; a jointly sponsored television or radio program and cooperative public demonstrations. Dealers should get in touch with their



J. P. McILHENNY

city's various electrical associations or power companies now to find out if such a program is being planned for Mother's Day.

This year the industry is conducting a retail advertising contest to be judged by experts in the merchandising-promotion field. Industry first prize plaques and certificates of excellence will be awarded to winners and runners up. You can enter by submitting tear sheets of your electric housewares gift advertising together with the following information: Name and address of store, type of store (i.e. appliance, electric light and power, hardware, etc.), name of person responsible for each ad, comment on results. Entries are due no later than July 15.

Talk potential customers into buying gifts at your store over the radio. The Plan Book furnishes you with radio scripts for Mother's Day, Father's Day, anniversary, wedding, birthday and graduation selling. In planning radio commercials, you should coordinate them with newspaper advertising to get the greatest benefit.

Gift wrapping should be a "must" (Continued on page 176)



SMALL TOWN DEALERS have many problems, few trained assistants, so Dave Lapine, general sales manager of Mansfield Hardware & Supply, helps them.



IN THE BACK ROOM Lapine and a dealer find appliances and display material that ought to be out on the floor where they will sell.

Their Dealers Sell More Housewares

By FRANK A. MUTH

WHEN a dealer places an order for electric housewares with the Mansfield Hardware & Supply Co., the sales job is just half done, Dave Lapine, general sales manager, believes. "Any distributor should follow through and help his dealer with his sales problems," he says.

"To successfully carry the job through, it is necessary to have both education and good promotions for dealers," Lapine points out. "We have two series of dealer educational meetings a year. Sometimes they are held in Mansfield, Ohio, at our office, and other times we hold smaller group meetings at various places in the territory."

To help move merchandise, Mansfield Hardware holds a promotion about every 60 days. Most of its dealers are in very small communities, ranging from 500 to 5,000 in population, and, according to Lapine, need more promotional assistance than bigger dealers in more urban communities.

A typical promotion may be built, for example, on coffee makers. Lapine buys up a large quantity of discontinued models for a low price, then makes them available to retailers as loss leaders.

Lapine or his salesman stays in the store during the whole promotion to

assist in selling the promotional electric houseware. If a dealer places a 40 percent reorder, Lapine feels that his promotional venture was a success.

"Actually, in small towns it is easy to have a promotion," Lapine declares. "First of all, in the larger towns there are many dealers who are having promotions all the time. Several different companies are kicking each other around with these dealers in this type of merchandising. But in all probability our smaller dealer will have no interference if there are other stores in town."

"Second, the coverage is much better. In the large town, the dealer can't reach a representative class of people near his store, whereas in those small shops of our territory, all the people hear about the promotion and the efforts are usually successful."

No Large Towns

In the central and northern area of Ohio which Mansfield Hardware covers, the firm does not go into any of the larger towns like Youngstown, Warren, Columbus, Cleveland, Akron, Massillon, Lima or Toledo, except for two accounts, the Ohio Edison Co. and the May Co. For these two accounts, Lapine personally handles all the business in both large and small towns.

Working out of Mansfield, all of the firm's six salesmen can usually re-

turn each night. "This is a very helpful point with our sales force," Lapine points out. "Our men work in a 100-mile radius from Mansfield and they still have a good home life. With men enjoying these benefits, they can do a much better job."

All salesmen also handle the hardware line as well as electric housewares—which amount to about 50 percent of the total business—covering (in order of their sales volume) hardware stores, small department stores, appliance stores, jewelry, and drug stores.

Weekly Sales Meetings

Each Saturday a sales meeting is held in the office in Mansfield. At least one manufacturer has a representative there to give the latest pitch on products and selling methods.

No service department is maintained by Mansfield Hardware, but a factory service center is located about a block away and Lapine has his men bring in all the appliances that the 400 dealers want the distributor to repair, a practice that makes the distributor no profit, but does help dealers get merchandise repaired even if their own store can't do it.

By concentrating on small dealers, Lapine feels he has a better chance of knowing their problems and helping them in their selling efforts. First of all, the small dealer has more problems than the big city department store or large dealer. "He has no mer-

chandise manager, no advertising manager, no bookkeeper, no store trimmer," Lapine points out. "He has all these problems as well as that of serving the customers in the store. We think we can help our dealers with their problems, and all our salesmen make an effort to discuss them on their calls."

"Many times we set up windows for them," he continues. "Usually the displays sent in by manufacturers lie in back rooms until the dealer runs across them weeks, or months, later. We try to find these and help him set up a good display."

Displayed by Product

Lapine salesmen suggest to the dealer that traffic appliances be displayed with all toasters together and all coffee makers grouped in another place. Instead of having one line all in one spot and another manufacturer's products in another, all makes of one appliance should be in one location. "This way," Lapine believes, "the customers aren't forced to search all over the store for a particular appliance."

Before Christmas, the salesmen help the dealers in decorating their windows. "This is the biggest selling season for housewares, and every effort should be made to get the most out of it," Lapine declares. "Naturally, June brides come next in line. I've been trying to help dealers make



COMPLETED DISPLAY pleases both Lapine and dealer. Mansfield Hardware's salesmen also help trim windows, assist with ads and accounting.



SPECIAL PURCHASES of outdated merchandise provide the ammunition for the promotions which Mansfield Hardware runs with its dealers.

Retailers in small Ohio towns are producing a steady and growing volume of small appliance sales because they get year 'round assistance from Mansfield Hardware & Supply Co.

electric housewares selling a 12-month program. Only recently, I talked to one large manufacturer in Chicago. He told me that they were planning to market traffic appliances on a gift basis through a full, year-around selling program. Seasonal selling is hard on both the dealers and suppliers."

"Prayer Bench" Technique

The Mansfield Hardware Co. has never lost a sale at the retail level during the Christmas selling season, Lapine claims. The reason for such a record is a project that Lapine started a couple of years ago. All salesmen quit traveling after December 1. From that day on they come to the office and sit by a phone. Then when a dealer calls in and says he needs a few more toasters or mixers to complete some sales, a salesman rushes over with the merchandise.

"We call it the 'Prayer Bench' because they sit and pray that orders will still come in even though they aren't out making calls," Lapine laughs. "For one thing, it has definitely made us popular with the dealers, because it doesn't take us very long to deliver the urgently needed merchandise. Actually no more time than it takes to put it in the car and deliver. Many dealers face a big problem in trying to order from their jobber at Christmas time and hope that the order can be filled and shipped before the customers get tired of wait-

ing for the dealer to make good."

Mansfield Hardware & Supply carries no major appliances. "We can do a much better job by specializing on electric housewares, and that's what we want," Lapine emphasizes.

"We want the dealer to let us show him how the selling should be done. We know we are right," Lapine states, "because our dealers have proved this theory in the selling job they have done after we gave them suggestions. A good example of successful dealer help is our corn popper promotion which has run and will get underway again about the last week of April."

The Cleveland Indians are very popular with Ohioans. To capitalize on the interest in the baseball team, Lapine asked the club to supply large blow-ups of the various players. Then windows in dealer stores were set up with the pictures, corn poppers and signs telling how good it is to sit and watch the games on television while munching on popcorn. In just a short time, over 2,000 poppers were sold. "We never had even a sale in this period on poppers before. Since April is not a particularly good month for their sale, we think we've really broken the ice with this promotion. The second year, we had many requests for the same deal. This year so many dealers have requested it again that the Ohio Edison Co. reserved windows in their stores during the winter so they could take part in the program." End



YEAR 'ROUND SALES of electric housewares got a boost with this successful midsummer promotion of corn poppers introduced by Mansfield Hardware.

IN LIVING ROOMS all over southern California, women saw and heard Mike Roy demonstrate deep fat fryers. They went out to the McMahon stores and bought 1396 of them in three months.



TV is a Salesman

When Sues, Young & Brown present an electric housewares product on television it's not just advertising—it's selling. Their TV pitch jumped one dealer's sales of one item from zero to 465 units a month. Here's how they do it

LEARNING to use local TV advertising effectively helped increase a Los Angeles distributor's sales of an electric houseware from an average of 109 a month to an average of 1081 a month. At the same time, a group of retailers who tied in with the distributor and the manufacturer's agent for a 12-week series of "spots" on a daytime cooking school show, stocked the item for the first time and sold 1396 units at \$29.95 list during the period.

For the distributor, Sues, Young & Brown, Inc., the development of this successful program of TV spots meant the sale of \$122,000 worth, at list, of a small appliance during approximately a three-month period. To the dealer, McMahon's chain of neighborhood furniture and appliance stores, it meant \$42,000 in retail sales from a product not before included in their wide variety of appliance lines. To the appliance manufacturer, Dulane, Inc., it meant the movement of 4077 Fryrite automatic electric deep fryers throughout this one distributor, SYB, a noticeable pickup in sales to other distributors, plus the certain future business that would come from

further acceptance of a relatively new electric houseware.

The overall cost was comparatively low. Sixty spots on "Mike Roy's Kitchen" program, 11:00 to 12:30 weekdays over KLAC-TV, Los Angeles, cost \$83.00 each. The total of \$4980.00, split between Dulane and McMahon's, represented a six percent advertising cost on the mass sale of an introductory product sold at full list. Actually, both Dulane and McMahon's would have lowered the advertising costs per unit by about 50 percent had they been able to realize the long-range volume sales through the next two months. Unfortunately, materials shortages cut off the supply of Fryrites when they were moving at a 150 per week pace through the doors of this one retail concern.

The success of this TV advertising campaign can be attributed to the development of a basic formula for presenting the electric houseware over the air, says William P. Harrison, manager of electric housewares sales for Sues, Young & Brown, who developed and managed the campaign. After repeated attempts to use TV adver-

tising for one or more of his electric housewares lines, he could report only occasional success. He had them presented on top-flight disc jockey shows—the result was no appreciable gain in sales, a disappointed cooperating dealer, and a manufacturer not too anxious to dole out more advertising money for the same thing. Harrison had his lines placed on home economics programs where they would be used during the preparation of a meal. The results were better, but not good enough. But when he produced this campaign, in which he used the audience attention value of a home economics show combined with a sequence of selling actions adapted from the successful "pitchmen"—he hit the jackpot, and sold his house out of stock.

The successful selling technique for TV advertising of an electric houseware, as developed by Harrison, and presented with Dulane's Fryrite for the McMahon stores, is shown in the following ELECTRICAL MERCHANDISING photostory, along with a photo record of how Dulane, SYB, and McMahon's worked together and alone to make the program reach the fullest sales potential.

This Is a Phenomenally Successful TV Ad →



LIVE DEMONSTRATION—not alone but as part of a program that fits the appliance into the viewers' daily home needs. Harrison had Mike Roy pitch a husband's meal-dream, french fries, as often as daily menus allowed.



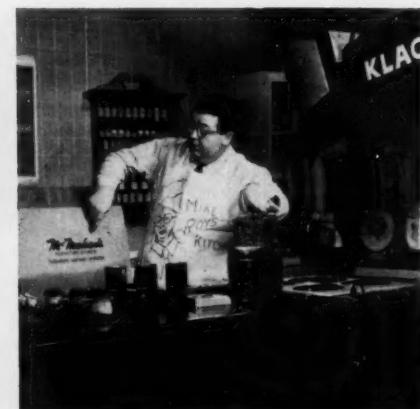
TERMS—immediately make the price represented in smallest units. Mike Roy, through flash card, hands and voice, gets across to the viewer that the Fryrite is not necessarily \$29.95, but just a dollar for what it can do each week.



NO OBLIGATION—make buying easy, tear down resistance to even the dollar a week. Make the woman unafraid of her husband's reaction to another purchase by giving her the opportunity to say "I can take it back if we want to."



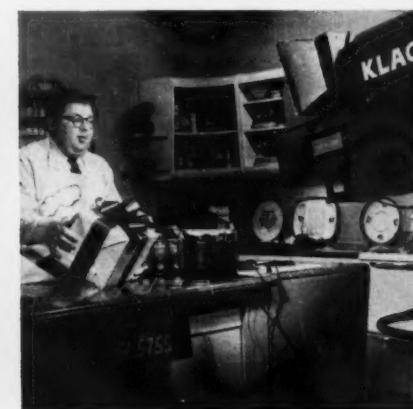
INCENTIVE—something free, a 13th doughnut idea, something for nothing if she gets it through this program's advertising. Peanut oil gift proved ideal because deep fryer is one of few appliances that need something to make them usable.



WHERE TO BUY—identify the store, tie all previous pitches to it. Don't let the prospect hunt for a store, or think she knows where she can get the product. Make her identify the offer with the particular co-operating store.



GET IMMEDIATE RESULTS—don't let the prospect cool, get her on the 'phone and get the order. A large number will respond. One-third of McMahan's sales came over the 'phone in response to Mike Roy's act.



GET PLUS BUSINESS—"If you have a Fryrite, or don't want one, pick up that 'phone and get one as a gift for mother, sister, anyone. See how pretty it will look when you give it. And they'll love it!"

And This Is How it Was Created and Made To Pay Off →

Plans Cover Everything From Pitch To Payoff



PROGRAM TRAINING makes sure that Frank Ray's program will accentuate best selling points of product and also, that its format will include proven, sales-making gimmicks. Roy had to learn how to use fryer as well as promote it. Dulane's representative, Bob Harris (left), gave instruction on features to both Roy and Frank Callendar, KLAC-TV producer and director, at same time dealer salesmen got their training.



TRAINING for the distributor's crew of electric housewares salesmen begins as SYB plans to make promotion increase fryer sales from all stores in the area. Harrison briefs his eight men at Saturday morning session.



MORE TRAINING, this time for the girls at Central Registry who will get first shot at phone number given on TV show. So they know the answers, a Fryrite is shown by Bob Harris and Dulane's western manager Chas. Perry.



ADVERTISING was used as reminder and second punch to supplement TV program. Harrison works with Sues, Young & Brown's advertising manager Ashby Starr on copy distributor used in metropolitan Los Angeles papers.



LOCAL ADVERTISING in 30 neighborhood newspapers was prepared by Miss Miv Schaaf, advertising manager of the McMahan's stores, to add extra punch to the campaign. McMahan's used direct mail offer also.



DEVELOPER of the successful TV advertising program was Wm. P. Harrison, right, manager of electric housewares sales for Sues Young & Brown Inc., who got full cooperation—and co-op money—from Bob Harris, left, of Dulane, Inc.



DISTRIBUTOR executive backs the idea. SYB sales manager Chas. Culbert listens to Harrison outline promotion while Harris backs him up with materials. Culbert approved enthusiastically, okayed full use of SYB facilities and manpower.



DEALER agrees to cooperative TV promotion. Harrison, right, leaves office of Hap Balkely, general merchandise manager of McMahan's.



DEALER TRAINING prepares the staff at a McMahan's store for point of sale handling of this product, new to their stock. SYB's salesman Sam Parker provides demonstration for M. P. Goodloe, Fern Ketchum, and J. W. Schafer.



DISPLAYS were created at McMahan stores to tie in with TV program. SYB salesmen like Sam Parker, provided materials, helped many store managers like Goodloe, St. Monica, prepare floor and window displays.



OTHER DEALERS in southern California had a chance to profit by the campaign by window and counter displays which did not mention the TV show but acted as a reminder to loyal customers. Parker arranges display for N. G. McKee.



DAILY TABULATION of results showed when and where the promotion was getting results, was one reason for its outstanding success and is one basis for Harrison's belief that "We'll do even better the next time." **END**



1 NO HOT WATER is worse than no TV, Charlotte housewife tells the Home Appliances Co. when she asks for a serviceman.

Water Heaters In A Hurry

An aggressive six-point merchandising program has built a \$15,000 a year volume in water heaters for the Home Appliances Co. of Charlotte, N. C. While selling a full variety of home items, the firm often installs a heater a day in the busy late-spring season.

The six points in the water heater program, according to T. J. Hawthorne, president, are:

- Heavy newspaper advertising
- Merchandising through service calls
- Use of manufacturer direct mail
- Cooperation with utilities
- Working with home-builders
- Simplified financing

These aids are effective because they are geared to a complete outside selling program. All four outside men sell water heaters as well as the firm's other items. Sales are made quickly, without a succession of calls and sales arguments, because people who want hot water usually want it in a hurry.

A case in point is the sale made through a service call, a fairly frequent occurrence at Home Appliances Co. Many calls for water heater repairs come in to the service department. The repair men who go out often suggest new heaters with logic like this:

"If I fix this heater it may cost about \$25. But I'm only fixing this part. You'll still have an old heater, and next week it may break down somewhere else. You'll have a repair headache and another bill, and after all that you'll still have an old heater. Why not get a new one now? We

give a year's free service, and most of our heaters have five or ten year guarantees on the tank."

On many service calls, especially where the tank is leaking, this sales pitch by the service man is effective in itself. Frequently the customer hesitates, usually over the investment in a new heater. If the service man thinks a new heater is advisable, he calls the Home Appliances office and one of the outside salesmen is sent to the home before any repair work is done.

The salesman is armed with the facts and figures to prove the value of an investment in a new heater. He shows how repair bills can continue on the outworn appliance, how the home-owner will get more hot water per dollar of electricity with a new heater. He shows diagrams of the wraparound elements and vacation control. The customer is given the idea that he is buying more than a water heater; he is buying dependable hot water for a long time to come.

Simple Financing

The simplicity of financing is the salesman's final point. The customer does not have to go to a loan or finance firm to arrange payments for a purchase from Home Appliances Co. "We don't actually carry our own paper," says Hawthorne, "because we work with a couple of finance companies here in Charlotte. But we do the handling, and our customers make payments to us."

The sale made through a repair

A steady program for getting leads and fast action in following them up keeps water heater prospects for the Home Appliances Co., Charlotte, N. C., from ever getting cold

By CHARLES McCANN



4 QUICK FOLLOWUP by salesman while prospect is still in receptive mood, clears up questions of features, finances.



2 PROMPT ARRIVAL of serviceman gets Home Appliances off on the right foot with the worried housewife.

visit usually is closed within a few hours after the first call for service. The new heater is delivered and installed the same day or the following morning. Home Appliances salesmen stress the importance of this speedy follow-up over all other factors. The chance of making a sale on an immediately followed-up lead is very good, they say. The chance is practically gone if the follow-up is delayed overnight.

Hawthorne regards consistent news-

paper advertising as a fundamental point in water heater selling. Home Appliances heater ads, during the busy season, average four columns by ten inches and appear several times a week. Ad layout usually features a mat of a well-known brand name heater. The copy stresses "expert trouble-free installation and excellent service at all times." It points out that Home Appliances Co. maintains a staff of licensed plumbers for the protection of home-owners invest-



3 LEAKY TANK of old heater can be fixed for \$25, serviceman tells her, but she really needs a new heater.

ment. Also stressed are mechanical features and availability of credit terms.

Leads produced by newspaper ads generally come in by telephone. The outside salesmen who follow up on them base their sales arguments on three things—good installation, good service and ease of financing. On a heater that sells for \$129.95, with a \$35 installation charge, the customer can pay 10 percent down and the balance over a period of months.

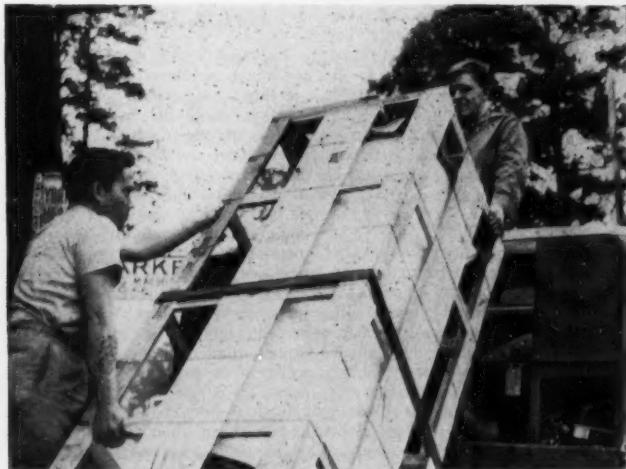
Direct mail is also a source of leads. The Home Appliances Co. name is imprinted on mailing pieces supplied by manufacturers—G-E, Westinghouse and Fowler—and mailers are sent out regularly.

Home Appliances Co. has established contacts with home-builders and contractors who buy water heaters and have them installed regularly. The Charlotte newcomers' listing, for which a fee is paid, also is a source of leads.

End



5 RELUCTANT HUSBAND is convinced that more hot water per dollar of electricity makes new heater a good investment.



6 DELIVERY and installation follows on the next day so that customers won't be without hot water any longer than necessary.

HOW TO BEAT

The Collection Agency Racket

They're so slick you don't know you've been a sucker until it's too late—they've collected your bad debts and you don't get any of the money. In fact, you might owe them some. And it's all legal. The only way to beat them is to know their dodges before you sign up

COLLECTION experts report that the level of retail and wholesale accounts is higher today than ever before, that, despite the abundance of money and high wages, bad debts are increasing and a larger percentage of accounts are becoming delinquent, requiring considerable collection pressure to get the money.

Because wages are high and money is "cheap", many electrical dealers assume that they can grant credit more freely, but high taxes, the high cost of living, the depreciated value of the dollar and the psychological urge to spend freely in the "easy-come, easy-go" tradition often make it difficult to nail down the debtor.

The present situation creates a happy hunting ground for the collection racketeer—and he is very active right now. Field studies show that he has gone all-out for business with high hopes of fat profits because money is plentiful, wages are high, and his ruthless methods collect where the more conservative approach of the electrical dealer often fails.

There are no figures to show how much electrical dealers lose each year by dealing with crooked collection agencies, but it must be plenty, because they rate dealers in this field as "preferred" or "Class A" prospects. In fact, their salesmen receive about 50 percent more commission for getting an electrical dealer's signature to a contract with a list of delinquent accounts than for inducing other retailers to sign up.

In Small Type, the Terms

The fake collection agency obtains the accounts by masquerading, in one disguise or another, as an accounts purchasing or discount company. Its salesmen offer to buy the accounts under a purchasing plan through which the dealer will receive a proportionate percentage of their face value depending on their age. About 30 days will be required to verify the accounts and to complete the purchase offer, so the salesman says. The contract seems to check with his statements but trick wording obscures the intent. Actually,

it gives the agency the privilege of purchasing some or all accounts if, in its opinion, the debtors are good risks or can furnish acceptable collateral. It doesn't obligate the fakers to pay a nickel.

Once the contract is signed and the accounts turned over for collection, the dealer can hope for little more than a dole as his share of the collections. Usually a dealer does not know that he has signed a collection contract until informed of the agency's activities by the debtors.

Beware of such collection racketeers and their promises to buy accounts for immediate cash. Their purchase plan is merely bait to ensnare the accounts. Their contract does not back up the salesman. Often the real agreement is printed in pin-point type on the back of a sheet used for listing accounts or is given seeming unimportance by means of some other camouflage. After the contract is signed it is useless to demand settlement on the basis of the salesman's promises because the agreement invariably harbors a clause refuting all representations not made therein.

The Dealer Can't Win

Examinations of contracts used by collection racketeers shows that they are drawn on heads-I-win-tails-you-lose basis, with the owner of the accounts in the doghouse. So-called service fees, docket fees, office filing and attorney fees vary from 50 cents to \$2 per account, whether collected or not, and may entirely eat up the equities in small accounts or part-payments collected after agency commissions are deducted.

One dealer was told that commissions on collections would be 25 percent, but the salesman failed to explain that if the accounts were collected in part payments, the rate would be 50 percent. Subsequent investigation disclosed that some debtors had paid up their balance in full, which would have entitled the agency to only 25 percent commission. When notified, the agency sent the dealer the difference, but the trick of col-

lecting in full and reporting payments on the installment plan to get the higher commissions has always been a lucrative one for these gyps. The assignment of accounts, which these contracts call for, divests the creditor of control for a year or more and, if accounts are withdrawn during that period, commissions, which run from 25 to 50 percent, are due the company even though the dealer does his own collecting.

Whistle for Nothing

These are the main highlights of the racket and although the verbal hocus-pocus may differ in different contracts, the theme song is always the same; you are promised cash upon verification of your accounts, but, in reality, you can whistle for your money—not only before it is collected, but often afterward. Dealers have

found it harder to collect from fake collection agencies than from the original debtors.

Some of these gyps make no attempt to collect at all; they just list the names and wait. They urge their salesmen to get as many recent accounts as possible, preferably, under one year, because they know that the law of averages will bring in at least 20 percent of this money without effort and they can appropriate 50 percent of these payments by merely obtaining an office and keeping a card file and notifying the debtors that the accounts are in their hands for collection.

Other racketeers provide forms or stickers stating that if an account is not paid in 10 days, it will be turned over for collection. Every experienced collection man knows that this an-

(Continued on page 190)

How to Select a Reliable Credit Agency

1 Give preference to a local agency. It must play fair to survive. The company with "offices in principal cities" need not worry about keeping the goodwill of one dealer or a community of dealers. They milk a territory, then leave forever. If they come back, they have a different name.

2 Select an agency employing collectors as well as the mails. In many cases, personal contact is necessary.

3 Do not use an agency employing high-pressure collection methods. Most local agencies try to get the money without endangering customer goodwill. The nicer you treat a delinquent debtor, the less ill will he'll spread about you.

4 Reliable agencies are in every territory. Consult the local Chamber of Commerce, Better Business Bureau, phone directory. Sometimes the Chamber of Commerce operates a credit and collection agency.

5 Sign no papers giving an agency title to your accounts. Legitimate agencies accept accounts with no strings tied to them. You can take back your accounts at any time.

6 Ask for a rate card. Reliable agencies supply them on request. Sometimes the rates are set by law. Find out about all additional service charges. Ordinarily, the reliable agency will make an additional charge only if you enter suit and if you win you are reimbursed. On "skips", debtors leaving the territory, there may be an additional charge because the account is turned over to the agency operating in the place the debtor has moved to. The rate on commercial accounts averages higher than the rate on consumers. Get all of these facts before turning over your accounts.

7 Demand monthly remittances or reports of collection progress. Keep a record of all accounts turned over. Ask the agency to sign for them. You sign *nothing*.

8 The older the accounts, the harder to collect, so do not hold them too long. Collection racketeers recognize this fact and will not take accounts more than two or three years old. Also remember that there is a statute of limitations on bad debts, usually six years. You can't collect after that at all.



EXPENSIVE AND INEFFICIENT methods of washer repair, such as using a wrench on a wringer post with the danger of cracking a casting when the right way is to use a blow torch, keep many washer repair departments in the red by wasting time and manpower.

Tips on Tools for Washer Repair

The wrong tools cost money, time and labor. The right ones speed up the work, do a better job more efficiently

By TOM F. BLACKBURN

THE frantic phone call from Mrs. Snitz when she discovers her old washer has broken down means more than just a repair job.

It means that your service department has turned up a prospect for a new machine and you alone know about it. With virtually every family in the land now owning a washer, the repair end of a firm can produce a lot of new business.

Few store owners are capable of doing repair work personally. Nor do they understand just how much service work their firms must have to

justify proper equipment. They do not realize that the volume of a mechanic who works with hand tools can be greatly increased if he is given adequate machinery.

To get a better idea of how a service department should be organized, ELECTRICAL MERCHANTISING talked to experts Ray Jones of Denver and Al Macy of Sundberg's, Chicago, and much practical information came from one highly successful repair shop, Shields of Chicago.

"The whole business revolves around using your service man's time

as productively as possible," declares Al Macy. "You must give him equipment that will permit him to turn out his work rapidly. You must keep a stock of parts on hand which will permit him to go ahead without delay. With service men getting around \$1.50 to \$2.50 an hour the idea is to keep as much of his time as possible on productive work."

A shop should have around 100 washers a month going through it to be operating on a profitable basis. About seven repairs a day can be expected for this type of operation, Macy declares. Two outside men can keep one shopman busy.

In setting up a repair shop, the first thing a dealer should do is to make a survey to discover what brands of washers predominate in his vicinity. With that kind of knowledge, he can approach a parts jobber and have the jobber supply him a list of the most rapidly turning parts of these machines

and an inventory of \$300 to \$1,000 worth of these items should be kept on hand.

Macy suggests that if a call comes in for a part not in stock that the dealer order only one the first time. If there is a repeat on this part, the dealer should order two and keep one in stock.

"The dealer must remember that it costs money to tie up too much in inventory of parts. A \$1,000 stock of parts costs the dealer \$40 a year to maintain. Buying too many parts is one rathole in the repair business."

Estimates Out of Fashion

Most jobs today are worked out on a basis of time and materials. If the owner insists on an accurate estimate, requiring a tear down, the progressive shop will give him an estimate calling for all new parts. Also it will have an agreement that the customer must (Continued on next page)

Tips on Tools For Washer Repair

(continued)



AWKWARD Servicemen who have to get down on the floor to repair a washer's underside may get it fixed eventually, may also get pneumonia.



COMFORTABLE A washer on a trunnion is easy to repair.

pay for this tear down if he decides not to go ahead.

The time of the department is all too precious to use in any speculative work—as was once the custom.

The high cost of wages is causing repair shops to bring in equipment that will help expedite production.

Says Ray Jones, "Without good tools, the average workman cannot make his wages."

There are a few basic tools needed to set up a washing machine service. It can be assumed that a dealer owns small hand and bench tools, but here, in order of importance, is the equipment needed for washer repairs:

1. Center bolt wrench (Universal)	\$15.00
2. Drain ferrule tool	4.00
3. Drill press	50.00
4. Press	35.00
5. Wringer tester	65.00
6. Small lathe	200.00
7. Wringer roll machine	100.00
8. Trunnion	50.00
	\$619.00

A parts cleaning tank is omitted from this list, due to the labor situation. Al Macy feels that there is a trend away from the de-greasing tank, as tearing down a machine for degreasing takes too much work. Furthermore, he says, the use of caustic is going out because it eats die cast aluminum.

Soap and water, tetrachloride or something similar is used today to clean up parts. An old washer full of kerosene is often kept in shops for this purpose.

Times Saving Is Important

A man, declares Ray Jones, can cut and mill a common wringer roll in three minutes with a good wringer roll machine. The same man takes 14 minutes to do the same job with hacksaw and file.

At Shields Washer Repair Shop, 7738 South Halsted St., Chicago, where the accompanying photographs were taken, a wringer roll machine is

not used but a lathe and hacksaw are employed. On the other hand, Al Macy comes out in favor of the dealer carrying a stock of wringer rolls to fit instead of cutting up blanks. This is a particularly good idea in towns where several makes of washers are common. Al Macy declares that a dealer needs to be selling \$100 worth of wringer rolls a month to justify a wringer roll machine. On the other hand, customers always want a wringer roll made ready for them while they wait and wax impatient if the service man is tied up on another job.

The list of equipment given above is adequate for up to a four-man shop, providing the equipment is such that it is accessible to all men. One of the things that a shop has trouble in doing is arranging jobs to make use of every given piece of equipment.

A trunnion is a device which holds a washer up in the air while being repaired, eliminating stooping. According to Ray Jones, it will consistently

save three-fourths of the time required for any job underneath the washer, such as replacing motors, couplings, belt, and pumps.

A drain ferrule wrench will save nine-tenths of the time required to move a drain plug or a pump connection and eliminates the hazard of chipping tubs.

A post wrench is a must in the shop. Any crude wrench or other method causes endless delays and, in too many cases, chipped or damaged tubs.

Promoting the Repair Service

Advertising of washer repairs is done mostly by classified newspaper advertising, direct mail, and post cards, says Ray Jones. Ads tell the public, "We can duplicate any wringer for any washing machine," "Blank has the wringer roll to fit your washer," or "Wringer rolls with fallen arches cannot do the job."

One thing that amazes owners of appliance businesses is the way that people seek out a repair man under their own power. They are in distress and he is the doctor to relieve them.

In advertising, advises Ray Jones, select the most vulnerable part of the washer and concentrate your advertising on it. As a result, all types of repairs will come along without any effort on the part of the dealer. In 90 percent of the cases the customer will carry the old wringer in for a free test and pick it up when it is ready. Wringer repairs as a class reflect the maximum profit with the very highest level of customer satisfaction. They bring in the public to see the store and service shop and the people are quite likely to tell some of their friends about it.

If a dealer will keep a record of sales of new equipment made from service contacts, he will find that these sales are not only the least expensive to obtain but also the most durable and the most likely to produce repeat business on a like item with other customers.

End



INGENIOUS Mechanics at Shields rigged this auto jack to separate washer parts.



SALEABLE Welding equipment and a spray booth are tools essential to efficient refurbishing of used washers.



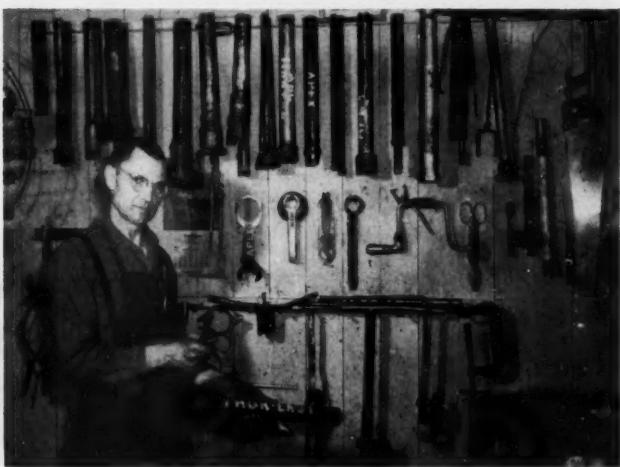
SLOW Cutting wringer rolls with hacksaw and vise, plus time on a grinder for chamfering, may take 15 minutes, is costly in labor, time and effort.



FAST A wringer roll machine will do the whole job of cutting and chamfering in approximately one minute, with precision and a minimum of effort.



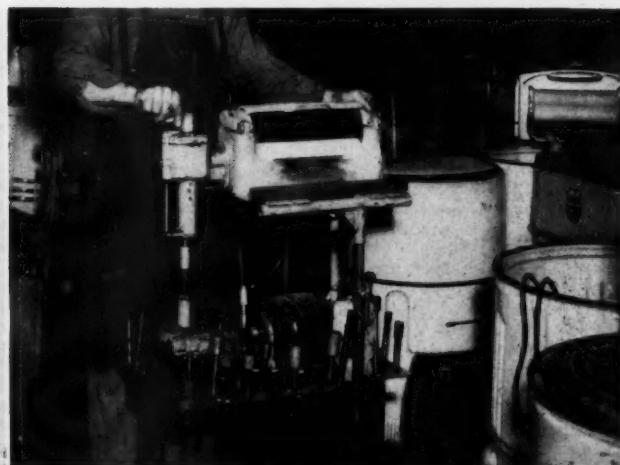
BAD A hammer and chisel, backed by a strong arm, will get a center post loose and is also likely to remove some of the porcelain.



GOOD An assortment of post wrenches, as shown by William Gilbert of Shields Washer Repair, Chicago, do the job right, quickly, and without damage.



HARD Testing the operation of a repaired wringer by hand methods requires bull strength and patience, also runs up labor costs.



EASY Wringer testing machine permits the serviceman to put the wringer through its paces under actual operating conditions.



ELECTRIC BEDCOVERINGS aren't new, but their popularity is a postwar development. They make one of the best electric housewares gifts.



MOST SENSATIONAL SELLER is the deep fat fryer—good for a lot more foods than doughnuts. They are currently selling from 750,000 to 1,000,000 units a year.

There's NEW BUSINESS in the NEW

An entirely new group of extra profit electric housewares are edging their way into consumer acceptance. Deep fat fryers, portable hand mixers, knife sharpeners, coffee grinders, oven broilers (especially those with barbecue attachments) and blankets, have been selling in ever-increasing volume since the war. They provide fresh ammunition for alert retailers looking for promotional items to supplement highly saturated items like toasters, coffeemakers, irons and waffle irons.

Some of these housewares are brand new—having been introduced for the first time since the war. Others are sleepers—improved, restyled versions of prewar products that never previously sold in any great volume.

Fryers

The phenomenal rise in public acceptance enjoyed by deep fat fryers in the past few years is unprecedented in the annals of the electric housewares business. Dulane, Inc., manufacturers of the "Fryrite," introduced the first well-type thermostatically controlled fryer in 1948. Dormeyer and Finders entered the field soon

thereafter. A vigorous demonstration campaign was put on by these companies in leading department and electrical specialty stores throughout the country with the result that at the end of 1950 over 1-million units were sold. Another 1-million were sold in 1951, and they are still going strong. Here we have an instance where the consumer responds to a product that brings an unusual service to the home—a simple device for preparing and serving at home such restaurant delicacies as fried chicken, clams, shrimps, scallops, filet of sole, French fries, doughnuts, fritters, and timbales to mention a few of the culinary treats possible with a deep fat fryer.

Most manufacturers have improved their original models. Now it is possible to obtain fryers in a variety of sizes and shapes, in round as well as in rectangular and square models, and in a variety of colors. Fryers are also available with or without spouts for quick removal of the fat.

Companies making deep fat fryers today include Dulane Fryrite, \$28.95; Dormeyer Fri-Well, \$29.95; Finders, Hollwood Deepfry, \$29.95; National

Pressure Cooker Co. Presto Dixie-Fryer, \$37.95; Knapp-Monarch Chefster, \$31.50; Chicago Electric Handy-fryer, \$26.95; Eastern Metals Swifty, \$24.95; Burpee French Fryer, \$24.95; Naxon Utilities Frymaster, \$14.95 and \$19.95.

There is still an enormous market for fryers—only 3.0 percent of the wired homes own one. This leaves 38,742,000 homes which are prospects. They make handsome wedding gifts. They are so practical they are also ideal for Mother's Day and Christmas gifts.

Store demonstration is the best means of promoting this appliance, and it has proven more than rewarding in most sections of the country, although the eating habits of a community may affect sales to some extent.

Portable Hand Mixers

Up to 1948 the hand mixer was a sleeper. Then several manufacturers, realizing the need for a smaller, more compact version of the present food mixer, brought out the postwar version—a lightweight device with a motor heavy enough to do more than

beat eggs and whip cream; one that would fit into our changing economic needs in smaller homes where frozen orange juice and prepared mixes were changing the living pattern. At the end of 1948 Oster Mfg. Co. introduced nationally the Osterette; Dor-meyer and Hamilton Beach improved their Dormey and Mixette models.

These portable hand mixers found immediate acceptance with consumers. They had definite appeal for the housewife. They can do most of the jobs a regular mixer does, yet they in no way cut into the regular mixer business. They found a place in the heart of the homemaker as an auxiliary item. Many enthusiastic food mixer owners were quick to recognize the advantages of owning an extra, portable mixer that could be stored in a drawer or hung in a handy spot close to the range for quick mashing and blending jobs that come up while the food is still on the range. This was the beginning of a trend, and in less than four years more than 400,000 of them have been sold.

The market for this type of mixer is just scratched. Every homemaker, whether she has a large family and



PORTABLE MIXERS do a variety of jobs, cost less than their big brothers. This one is made by Oster.

HOUSEWARES

already owns a regular food mixer which she uses at her food mixing center, or whether she is a career woman who cooks only occasionally, is a good prospect for this type of mixer. Directions on the boxes of the prepared mixes of cakes, muffins and rolls, the cook books, and the recipe sections of women's magazines and newspapers are all silent salesmen for this equipment. They are ideal as gifts for Christmas, a shower, a wedding or for Mother's Day, and the price is just about right for the average gift-ranging as it does from \$14.95 to \$19.95.

Portable food mixers are now being made by Oster Mfg. Co., Dormeyer Corp., Hamilton Beach Mfg. Co., Gilbert Mfg. Co., and Manning-Bowman (a combination portable-stationary model). Waring Products Corp. is coming into the field and Dormeyer is announcing an improved model this spring. It is an extra-profit business for any dealer willing to go after it with enthusiasm.

Knife Sharpeners

Perhaps the most popular and widely accepted of the newer ap-

pliances is the electric knife sharpener. It was introduced nationally by Cory Corp. in 1948 at a retail price of \$11.95. The trade felt at first that this was more than the average consumer would pay for such a device. Dozen of non-electrical sharpeners were available at prices from 19 cents to \$2.95. None were really effective, however, and many an expensive carving knife was ruined by makeshift sharpening devices. Sharpening a knife at home was an extremely unsatisfactory undertaking before the introduction of the knife sharpener. Really good knives were taken periodically to hardware stores to be sharpened by experts. This usually removed the knife from use for a week to ten days. Is it any wonder, then, that the moment consumers learned about the electric knife sharpener the response was terrific?

Once used, the sharpener becomes a must in every household. And the satisfied customer in her enthusiasm sells as many as six or eight more units demonstrating what it will do.

It is suitable for wedding, shower, Mother's Day and Christmas gifts. (Continued on page 194)

Postwar developments in small appliances perform old jobs in new and better ways for consumers, provide new profits and more traffic for dealers

By ANNA A. NOONE



COFFEE GRINDERS are among the easiest and most dramatically demonstrable appliances.



LIGHT WEIGHT is prime feature of portable mixers. Dormeyer's "Dormey" has speed control within easy reach of fingers.



KNIFE SHARPENERS were greeted with skepticism by the trade when they first came out, but they do a good job, save work and cost relatively little.



BARBECUER ATTACHMENTS for oven-type broilers are creating an entirely new market for this appliance.



GET THE HUSBAND and wife together for a TV demonstration—that's the goal General Appliance Co. salesmen strive for. Most of the firm's television sales are made through such appointments and usually, during the after-dinner hours.



TRADE-IN allowances are offered by the company as part of its TV merchandising plan. Replaced sets are reconditioned in the service department and offered for resale.



PROMPT DELIVERY and installation assures customers of satisfaction. The company's schedule of delivery is explained at the time the TV set is purchased. The set may be returned by the buyer in seven days if it is unsatisfactory.

TV Is a Major Appliance . . .

Says the General Appliance Co. of Louisville, Ky., which believes it will save work, worry and money just like a refrigerator and can be sold on the same basis

THREE years ago television was considered a luxury in almost every home which had it.

But that conception has been pretty well changed today, according to H. G. Treitz, who directs the sales activities of General Appliance Co., one of the largest retail appliance selling organizations in Louisville, Ky.

Treitz' staff of 24 salesmen regard television as a major appliance and strive to sell the customer on the idea that it should be as much a part of the modern home as a vacuum cleaner, an air conditioner or an electric fan.

"A television set is not only a piece of furniture and a room fixture, it is as functional in its usefulness as a book, a radio, a vase of flowers or a picture," he declares. "It is certainly no more luxurious than any of these basic items of living. While it may not be an absolute necessity, it nevertheless

has become an accepted part of the American way of life, and its role in providing educational features, home entertainment and relaxation is just as important as books, flowers, pictures or radio."

This attitude may account for the enormous sale of TV sets which General Appliance Co. toots up annually through its three downtown shops in Louisville. The big firm, which sells in the neighborhood of a million dollars worth of appliances each year, counts approximately 65 percent of this respectable volume in television sets and equipment alone. Obviously, the TV line receives a major portion of the firm's sales energy.

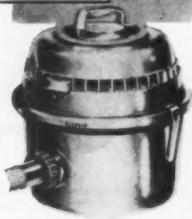
Appliance Sales Methods

"Since we regard television as a major appliance and in the same category as refrigerators, ranges or home (Continued on page 186)

New! LEWYT DEALER SPRING DISPLAY KIT

... ties in your store with Lewyt's Spring
18 WAY Powerhouse Ad Drive

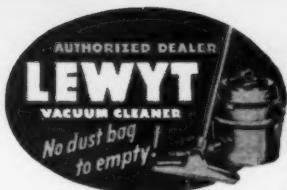
**SPECIALLY PRICED
4-PIECE DEALER
EXPLOITATION KIT**



This Spring DO IT with

LEWYT

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-4, 60 Broadway, Brooklyn 11, N.Y.



"SHOPPER STOPPER"...
Top-O-Lewyt "salesman" for your window, floor! In 3 rich colors on heavy board stock!



LARGE POSTER...

Handsome, big 12" x 28"
4-color reproduction of
Lewyt's 24-sheet poster!
For windows, walls!





Your Future Rides on All-Electric

Hotpoints!



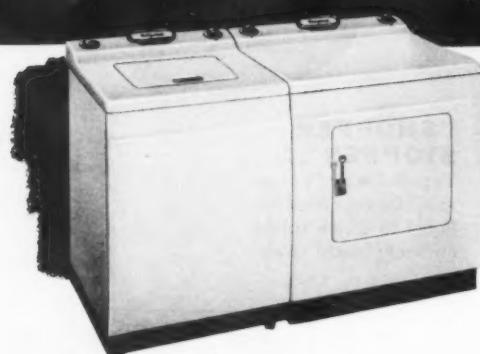
• Hotpoint Home Freezers—Made in the popular 11, 15, and 23 cubic foot sizes. With packaged frozen foods gaining in popularity and with homemakers preserving more food, the demand for Hotpoint Home Freezers has reached new highs.



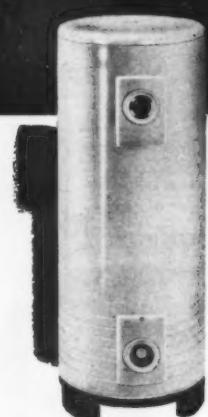
• Hotpoint Refrigerators—Offered in 3 types and all sizes. Hotpoint's Combination Refrigerator-Freezer is actually a No-Defrost Refrigerator plus a true Food Freezer, both in the same handsome cabinet. The Full-Width Speed Freezer Models and the efficient U-Shape Speed Freezer Models round out a complete line.



• Hotpoint Electric Ranges
America's First and Finest in single and double oven models. Hi-Speed Calrod[®] Heating Units, Push-button Controls, Automatic Timers and in a range of prices to fit any budget.



• Hotpoint Automatic Washer and Dryer—Harmoniously matched in appearance and performance. Out-modes all other washing and drying methods. Wand-R-Dial Control performs clothes-washing miracles. Dryer eliminates lint and moisture.



• Hotpoint Water Heaters—With Magic Circle Heat and Magic Control. A size for every sale in conventional and table-top models. Proved in over a million homes.

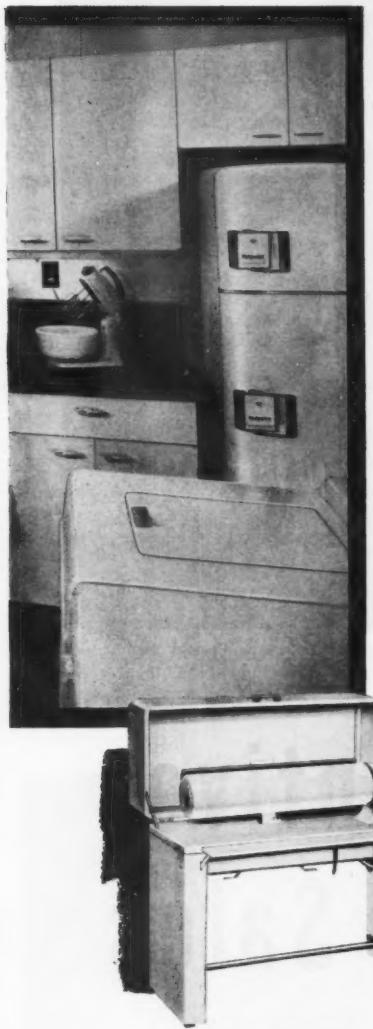
Hotpoint

...The foremost Franchise

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS[®] • WATER HEATERS

Living—That's Why You Need...

Full Line!



With Hotpoint You Have Every Major Appliance to Cover Every Requirement for All-Electric Kitchens and Home Laundries.

The idea of electrical living in terms of all-electric kitchens and home laundries is growing by leaps and bounds. No longer are America's homemakers satisfied with the ownership of just one or two electric appliances. Today's modern homes boast of a full family of electric servants to perform unpleasant, time-consuming kitchen or home laundry chores—and the demand for these servants is growing.

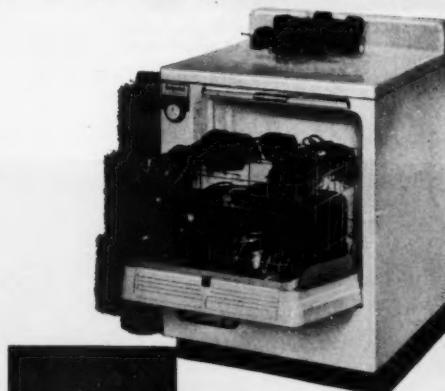
Likewise, the day of the appliance merchant who restricts his sales activity to two or three appliances is rapidly coming to an end. Dealers achieving the greatest success in the appliance business are those who are putting their entire weight against a full and complete appliance line—a line that fills the needs and demands of all-electric living. The appliance business has become a **FULL LINE BUSINESS**.

Hotpoint's Full-Line Leadership is a result of Hotpoint's faith in the tremendous market offered, both as of today and for tomorrow, by the ingredients of the all-electric home. Hotpoint's early pioneering of many of today's "demand" appliances, plus its never-ending promotion of today's "low-saturation" appliances and all-electric kitchens, establishes Hotpoint in its position of LEADERSHIP in a very real and practical sense.

With sales-stimulating features, predominant consumer preference, aggressive year 'round consumer merchandising, and a brand name that builds prestige for any appliance dealer, the country's finest dealers are reaching new sales horizons with Hotpoint's Full-Line Franchise. Talk with your Hotpoint distributor. There may be a Hotpoint franchise available in your territory.



• **Hotpoint Rotary Ironer**—With big 26 inch, open-end roll. Also available in Portable Model with 22 inch roll. All the newest and finest features. Gives home ironing a professional look.



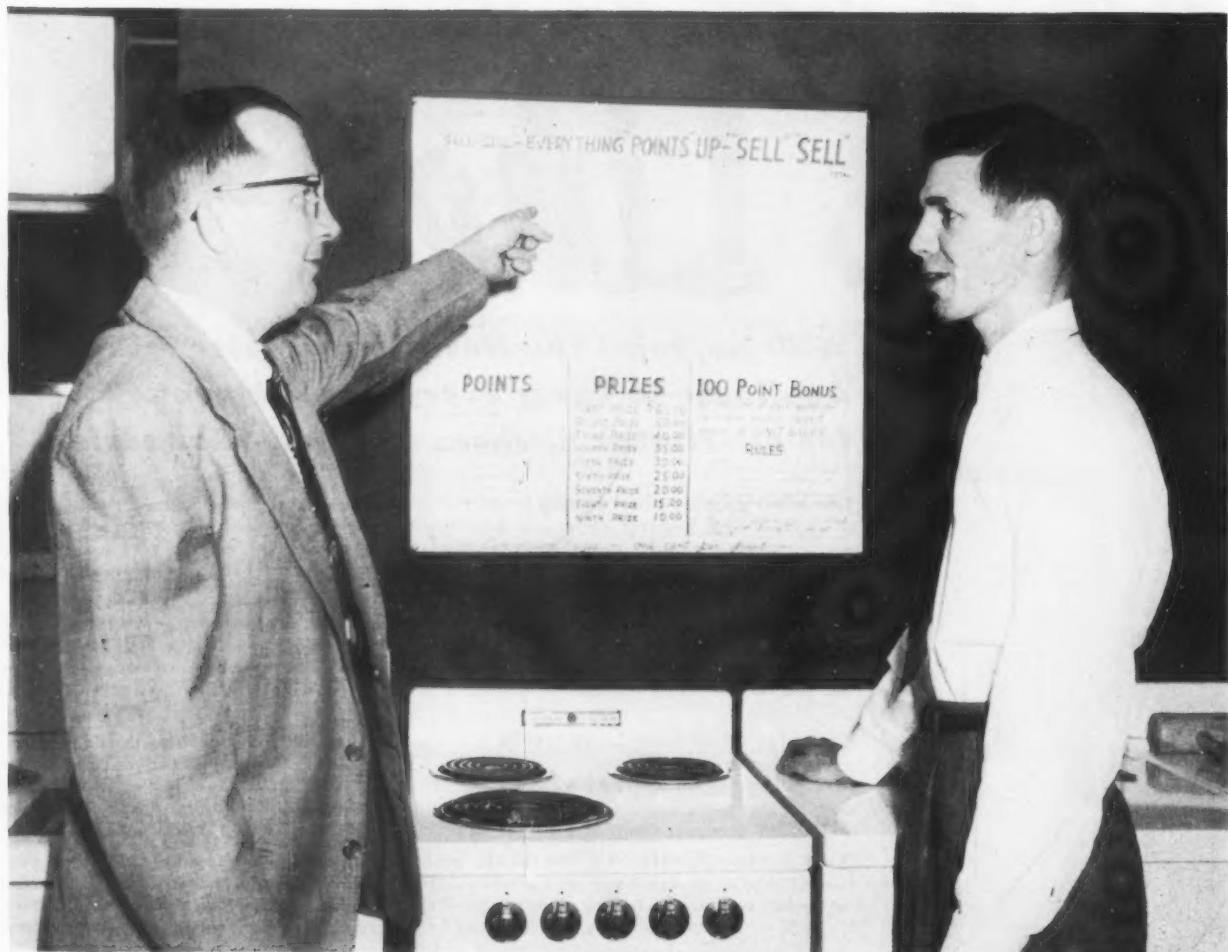
• **Hotpoint Automatic Dishwasher**—Saves more time and work than all other kitchen appliances combined. Front opening and electric-heat drying. Available in 3 models—Combination Dishwasher-Sink, free-standing Table-Top model, or Under-Counter model. The fastest growing appliance in the industry.



• **Hotpoint Disposall®**—Food-Waste Disposer fits almost any sink. No more messy garbage. Safe, clean, sanitary, automatic. Makes modern kitchens complete.

in the Industry!

FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS
HOTPOINT INC. (A General Electric Affiliate) 5600 West Taylor Street • Chicago 44, Illinois



TYPICALLY SUCCESSFUL Hammond-Brown-Jennings sales contest, as outlined to a salesman by appliance manager Gist Farr, lasts 30 days, awards points (and dollars) for both unit and dollar volume, is simple and easily managed.



DAILY TALLY of sales results during contests keeps competition alive. Points are awarded on a basis of dollar value of the sale and also on the number of units.

Incentive Gets Sales

By A. B. WINDHAM

Gist Farr's simple and effective sales contests jump appliance sales at the Hammond-Brown-Jennings Co. of Spartanburg, S. C., just when they would normally decline—the off-seasons—and stimulate unit as well as dollar volume

FEW problems present as great a headache to an appliance sales manager as keeping salesmen on their toes and selling consistently. One way to meet the problem is by providing a proper incentive, says Gist H. Farr, appliance department manager of the Hammond-Brown-Jennings Co., of Spartanburg, S. C.

"A good incentive program, instituted at the right time, can hold business up during even the worst slack or off-season periods," declares Farr, a veteran of 18 years in the business. "Some time ago we developed just such a program and have used it with great success on several occasions, finding that it moves electric housewares and small equipment as well as it does major appliances."

The plan originated by Farr is actually a sales contest, based on a point system, and open to all 12 salesmen of the store. Its unique feature lies in the fact that it pays off for unit sales as well as volume sales, thereby spurring the sale of waffle irons and bottle warmers right along with refrigerators and ranges.

Here's how Farr's plan works. The sale of an item priced at from \$1 to \$49.95 gives the salesman five points; from \$50 to \$99.95, 10 points; from \$100 to \$149.95, 15 points, and so on. The five point increase continues on each additional \$50 right up to the highest priced item in the department. That's the volume angle. On the other hand, the salesman who sells the largest number of units each week during the contest, is awarded a flat bonus of 50 points, regardless of what kind or type of appliance he sells. That's the unit angle.

Cash Prizes Awarded

The contest runs 30 days and the prizes are in cash. The first prize usually is around \$60 to \$75 with other prizes, usually ranging from sec-



SALES YARDSTICK

Here's how Gist H. Farr checks up on the value of his appliance department to the big Hammond-Brown-Jennings home furnishings store.

Of a total of 18,500 square feet of floor selling space in the store, the appliance department is allotted 1,467 square feet. In 1950, this department did the highly respectable volume of \$310,557.69, which means that the appliance section sold more than \$211 per square foot of floor selling space allotted to it.

That, incidentally, is considerably higher than the national average.

ond to eighth or ninth, decreasing in proportion. Consolidation prizes of one cent per point also are awarded "just to let the losers know they could have done better."

Of course, certain rules apply during the contest, but these are basic and are kept at a minimum. Salesmen know, for example, that sales to other employees in the store do not count, a sale must be completed and on the books during the contest period in order to count, and that if appliances are sold and returned during the contest, the points awarded for them are cancelled.

Volume Boosted

"The first time we put on the incentive-to-selling contest," Farr recalls, "it resulted in the appliance department doing 32 percent of the total store volume for that month.

"Since the store is departmentalized, with five other departments, you can see that the increase was pretty spectacular, and it was entirely due to the contest. The incentive plan was designed to increase the off-season

appliance business and is used most effectively at intervals, when needed, rather than as a steady, long-term project.

"The unit sales bonus is one of the best features of our incentive plan. We've found that first, it keeps salesmen on their toes to make as many sales as possible, and second, it keeps them alert to 'sell up' the customer. Both actions mean added points to their scores at the end of the week."

Daily Record Posted

Every effort is made by the company to help the salesman roll up points during the contest period. A large "score board" is posted in Mr. Farr's office and point totals of each salesman are recorded daily. Thus, each morning a salesman may check up on his own and his co-workers' standings. Also during the contest period, special displays and General Electric exhibits are featured in the store's windows and on the sales floor, and appliances get a special play in the company's advertising.

"The results of the incentive con-

tests we have staged to date show the plan to be a natural business booster," says Farr. "Every contest we've had so far has increased our appliance sales considerably over the usual mark."

Store Heads Like Plan

T. A. Jennings, president of the big home furnishings store, is enthusiastic about Farr's incentive plan. He says: "These occasional contests keep the salesmen right on the ball and it is an inspiring sight to see salesmen who refuse to let down in selling. After they complete the sale of a refrigerator or home freezer, they go right after the customer to determine his needs in the way of such items as toasters, mixers, percolators, fans or irons."

The Hammond-Brown-Jennings Co. has been a General Electric dealer for many years. The firm is an old one, established more than 50 years ago to serve its 50-mile trade radius. It is located at 167 North Church Street, on one of downtown Spartanburg's main trade arteries.

End



SMALL ITEMS count in a Hammond-Brown-Jennings sales contest. The man who sells the freezer will get more points because of its value, but the percolator will count toward the amassing of unit points.



PROMOTIONAL BACKING for salesmen during contests helps to make them successful and interesting to salesmen. Appliances get heavy play in company ads during a contest.



FIRST VISIT to Locust Appliance Co. by Mill Valley newcomers is usually to get a small appliance repaired and results in quick friendship as Mrs. Morris offers loan of new one.

They Make Friends With Small Appliances

Against nearby big city competition the Locust Appliance Co., Mill Valley, Calif., matches a neighborly spirit, repair facilities and special services to come out ahead in sales and profits

By CLOTILDE G. TAYLOR



PAYOUT for Morris' neighborliness comes as friendly customers make their electric housewares purchases at their store—without quibbling, without discounts.



WRAPPING SERVICE is a Locust extra. Mrs. Morris keeps an assortment of cards for all occasions, and they are free to customers.



FRIENDSHIP gets a boost from Mel Morris's willingness to undertake special missions without charge—such as finding a duplicate for an unusual screw for this customer.

MANY small appliance dealers have tended to push electric housewares into the background ever since the Supreme Court ruling on Fair Trade. What chance do they have, they figure, against the department stores and chain enterprises, where too often the cut-price small electric appliance is used as a leader to bring the customer into the store? In addition, the small town store located in a suburb within commuting distance of a major city has to compete with the shopping habits of a population which makes more or less regular trips to the big town.

Mel and Jonne Morris, proprietors of the Locust Appliance Co. of Mill Valley, Calif., are faced with all of these difficulties—and yet they have continued to make electric housewares an important and lucrative part of their electrical appliance business. Mill Valley is a residence suburb of San Francisco, being within a half hour's driving distance across the Golden Gate Bridge from the shopping centers of the northern California metropolis. In another sense, Mill Valley is a typical country town.

The Morrises have built their thriving business on two premises. First is that people want to have their appliances repaired near home and that where they receive service they will buy. Second, and underlying all, they believe that success in any field in a small town is a matter of personal contacts and friendliness.

When they first opened their store

in one of the small shopping centers which are a feature of this scattered hillside community, they cast about for the best medium to make themselves known. They decided against use of the local newspaper, feeling that it had to compete in interest with the San Francisco dailies. Mrs. Morris became interested in the Welcome Wagon service, recently established in town—and they decided to make this their most important means of advertising. The Welcome Wagon, here as elsewhere in different sections of the country, is a means of greeting newcomers to town with a personal call and a small gift from the merchants who support the enterprise locally. It has also been extended to cover changes of address, the brides of the community, the mothers of new babies and the girls who reach the age of 16. The merchant provides a small wrapped gift for the recipient of each call. In the case of Locust Appliance, this is usually small plastic stocking dryer for brides, mothers and teenagers, or a light bulb for the newcomer or the newly moved family.

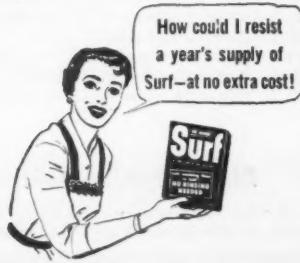
The Welcome Wagon hostess makes a personal talk when she delivers the gifts, describing each of the stores and making Mel and Jonne Morris sound as pleasantly hospitable as in fact they are. She always refers to the service as well as the sales department of the business, having found that many are delighted to know that they can get electrical repair work done so

(Continued on page 180)

Surf can make more washing machine sales for you-3 ways!

1. New customers

Make this money-saving offer—give a case of Surf—with the purchase of every washing machine. Talk about it in your newspaper advertising—and in your window displays—and watch the customers come in! It's a proved promotion that pays off in washing machine sales and profits!



2. Customers you can "sell up"!

When you tell your customers about this big Surf offer... tell them how Surf saves time and work too. Explain how Surf helps make your wringer-type machines work-saving wonders... how it helps your automatics work to perfection, and leaves them free of "ring" and scum. These are points that help you sell.



3. Customers who can sell other women!

Nothing sells washers like "word-of-mouth" advertising—from one woman to another! Take advantage of this well-known fact, and get your customers to go out and sell for you. Offer them a case of Surf...a year's supply...for every prospect they bring in who buys one of your machines. They'll tell their friends and relatives. And how your sales will show it!

CLIP THIS COUPON TODAY!

Free kit of sales tools will help you dramatize this Surf deal!

17 pieces of colorful window trim

Mats in 3 sizes

ALL AVAILABLE FREE!

LEVER BROTHERS CO., Dept. 379A
390 Park Avenue, New York 22, N. Y.

PREMIUM SURF ORDER BLANK

For use as "Sales Closers" with our washing machines, ship freight prepaid (express collect) and bill to us _____ cases of No-Rinse Surf—24 packages to case (minimum order 3 cases).

Price* schedule is

3 through 34 cases—\$6.75 less \$1.75 advertising allowance each case

35 through 74 cases—\$6.68 less \$1.75 advertising allowance each case

75 or over—\$6.62 less \$1.75 advertising allowance each case

You may take this order as our assurance that this Surf is not for resale and that we shall offer not less than 12 packages of Surf per customer to our washing machine customers and prospects; that we shall furnish you upon request a list of the persons to whom we give free Surf, as required by the terms of the Surf Washing Machine Premium Plan.

Send me free kit of sales tools

Name _____

Street _____ County _____

City _____ State _____

Ordered by _____

*These are correct prices at press time. All prices subject to change without notice.



"Mr. Dealer
Here is Important
News for
you . . .

There are over
**TEN
MILLION**
Tecumseh
COMPRESSORS
IN USE TODAY!

*and here is what it
means to you . . .*

These 10 million Tecumseh compressors in the field, attest the acceptance Tecumseh has built in the industry. Proven dependability under all field conditions has led more and more manufacturers to incorporate the Tecumseh hermetic in their cabinets. Today two out of three manufacturers of nationally advertised household refrigerators use the Tecumseh hermetic and better than 2,000,000 units are being produced yearly. You can use these facts to prove the experience and reputation behind the compressor in the refrigerator you are selling to the customer.

The Tecumseh hermetic is exactly engineered to the particular cabinet in which it is installed. This is usually the result of many months of careful engineering tests to make sure it will give long, dependable service. Our engineers, concentrating on compressor design only, work closely with more top engineers and production men in every branch of the industry than any other manufacturer. Long experience in compressor design and production plus this daily contact with the best brains in the industry make the Tecumseh hermetic the last word in compressor design.

Further, rigid inspection is maintained at every stage of production to be certain that every Tecumseh compressor will meet the same exacting standards of quality. The shells are permanently welded together to eliminate most outside causes of trouble and generally incorporated into household refrigerators as a complete system. The soundness of this practice is proven by the small percentage of field failures. Field returns under warranty average less than 1% per year for completely sealed systems and practically none fail for mechanical reasons. This is a remarkable record considering the fact that they are sold to more than 200 different manufacturers.

Elimination of service calls under warranty saves you money and helps satisfy customers with their purchase. Take full advantage of the selling points of the Tecumseh hermetic and point out these facts when talking to your customers.



TECUMSEH PRODUCTS
TECUMSEH, MICH. *Company*
EXPORT DEPT.: 2111 WOODWARD AVE., DETROIT, MICH.

Why One Utility Pushes Small Appliances

—CONTINUED FROM PRECEDING PAGE—



WINDOW DISPLAYS by Philadelphia Electric are among the best in the nation, do much to attract electric housewares prospects and tie in with NEMA's campaigns.



NEWSPAPER ADS like this one, appearing 12 times a year, account for a big share of PE's advertising and promotional expenditures for housewares.

Despite the fact that the utility gets a lot of traffic from its bill-paying customers, it doesn't rely on this monthly influx to keep housewares sales up. To make its customers want to buy the housewares it sells it has a program which starts before those housewares ever get on the sales floor.

The first thing that PE does when considering a new item in its line is to test it for its ability to meet electrical requirements and to see if it does the job it is advertised to do. Then, and only then, is it put on the

sales floor. Customers are never told of this service. It isn't advertised—for fairly obvious reasons. But the company feels that in the long run it makes customers confident that what PE sells is good.

Newspaper advertising gets what is probably the lion's share of the company's advertising and promotional budget for housewares. In 1951 the company ran 12 ads, each at least one-third of a page in size. Half of these were concentrated in the May-June (Continued at bottom of page 192)

***DON'T
SELL
FANS!**

*Copyright, 1952
by Fresh'n'Aire Company

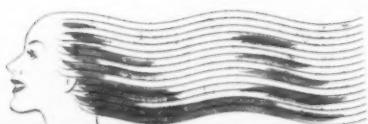


*SELL



with the Safest
Fan ever Built...

**She Can't hurt her Hands*



FRESH'ND-AIRE®

FRESH'ND-AIRE COMPANY • Division of Cory Corporation • 221 NORTH LA SALLE STREET • CHICAGO 1, ILLINOIS
WORLD'S LEADING MANUFACTURERS OF FANS, CIRCULATORS, HEATER-FANS, HUMIDIFIERS, DEHUMIDIFIERS AND AIR CONDITIONING UNITS

SAFETY!



FRESH'ND-AIRE
Fanette®

PLUS this exclusive combination of Selling Features



Safest

New patented safety grid-type guard.

Fingers can't touch cutting edge of blade . . . another Fresh'nd-Aire Fanette exclusive.



Portable

Plastic housing with special carrying handle —

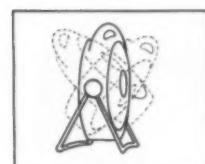
light enough to pack in travel bag . . . another Fresh'nd-Aire Fanette exclusive.



Compact

Smart, compact, streamlined, distinctive

style covered by design patents . . . another Fresh'nd-Aire Fanette exclusive.

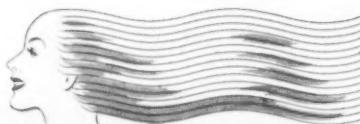


Finger-tip Control

Patented swivel mounting permits easy directional air control by finger-tip action . . .
another Fresh'nd-Aire Fanette exclusive.

Fanette
—exclusive
development of

FRESH'ND-AIRE®



FRESH'ND-AIRE COMPANY • Division of Cory Corporation • 221 NORTH LA SALLE STREET • CHICAGO 1, ILLINOIS

WORLD'S LEADING MANUFACTURERS OF FANS, CIRCULATORS, HEATER-FANS, HUMIDIFIERS, DEHUMIDIFIERS AND AIR CONDITIONING UNITS

PLUS

a thrilling variety of smart new fans for every purpose

MODELS W800, W1000 3-WAY WINDOW FANS

Any of the Nile Green Fanette Models shown below may be conveniently adapted to slip into a specially designed matching universal window mounting to create this unique, 3-way window fan. May be used as intake, exhaust—or removable as a portable room fan. Complete 8" window unit W800 only \$17.50 retail. 10" — W1000 only \$24.00 retail.



MODEL 100 DX, FANETTE

Same as Model 100 in lovely Ivory gold trim plastic. Perfect gift for home or office—700 CFM. Only \$19.25 retail.

MODEL 80, FANETTE

Same as Model 80 DX but with colorful Nile Green plastic finish—400 CFM. Only \$12.75 retail.

MODEL 80 DX, FANETTE

Compact 8" propeller in Deluxe Ivory gold trim finish. Lightweight, portable . . . use it anywhere—400 CFM. Only \$13.95 retail.

MODEL 100, FANETTE

Powerful 10" propeller. Styled in rich Nile Green. Big volume air circulation—700 CFM. Only \$18.00 retail.

Fanette
—exclusive
development of


FRESH'ND-AIRE®

FRESH'ND-AIRE COMPANY • Division of Cory Corporation • 221 NORTH LA SALLE STREET • CHICAGO 1, ILLINOIS
WORLD'S LEADING MANUFACTURERS OF FANS, CIRCULATORS, HEATER-FANS, HUMIDIFIERS, DEHUMIDIFIERS AND AIR CONDITIONING UNITS
ELECTRICAL MERCHANDISING—APRIL, 1952

PLUS this Great line world's leading manufacturers



MODEL F-12, FLOOR CIRCULATOR — Modern hassock type air circulator. 12" propeller, 3600 CFM. 3 speeds. Scuff-proof, two-tone gray and cream plastic finish. Only \$50.85 retail.



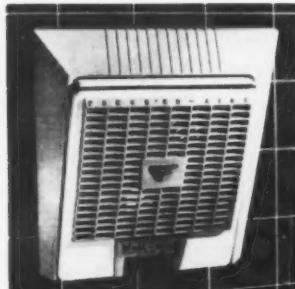
MODEL 80, FANETTE — Powerful — lightweight — portable. Safety guard, finger-tip directional control. 8" propeller, 400 CFM. Lovely Green finish. Only \$12.75 retail. Model 100, 10" propeller, 700 CFM. \$18.00 retail. Also in Deluxe Ivory.



MODEL W-800, 3-WAY WINDOW FAN — Fanette in universal window mounting. Fits any window 21" - 38" wide. Draws in fresh air; exhausts stale air. 8" propeller. Only \$17.50 retail. Model W-1000, same with 10" propeller. Only \$24.00 retail.



MODEL 1320, HEATERETTE — Portable fan-type heater. Full 1320 watt heater in winter; powerful cooling fan in summer. 8" propeller. Special mounting directs air as desired. Two-tone baked enamel, chrome trim. Only \$16.95 retail.



MODEL 300, WALL-AIRE — 4 appliances in 1 . . . fan, heater, hair dryer, clothes dryer. Looks like built-in bathroom heater. 8" propeller. Only \$39.95 retail.



MODEL 700, ELECTRIC ROOM HUMIDIFIER — Moisturizes, filters, deodorizes air. Evaporates 1 pint of water per hour. Effectively washes, filters and humidifies 6,000 cubic feet of air per hour. 100 CFM. Two-tone plastic. 13" wide, 11" high. Only \$39.95 retail.

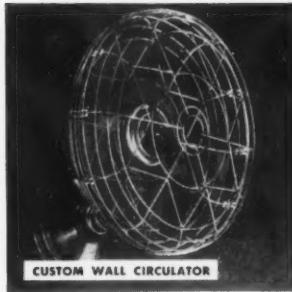


MODEL 90, "CONSOLE" AIR CIRCULATOR — Smart, 3-way air circulator for table, window sill or floor. Head swivels in base for directional air flow. Two-tone plastic. 9" propeller, 800 CFM. Only \$29.95 retail. Model 120, 12" propeller, 1300 CFM. Only \$36.95 retail.

FRESH'ND-AIRE®

FRESH'ND-AIRE COMPANY • Division of Cory Corporation • 221 NORTH LA SALLE STREET • CHICAGO 1, ILLINOIS
WORLD'S LEADING MANUFACTURERS OF FANS, CIRCULATORS, HEATER-FANS, HUMIDIFIERS, DEHUMIDIFIERS AND AIR CONDITIONING UNITS

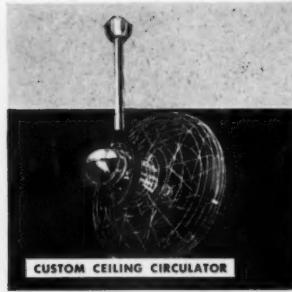
by Fresh'nd-Aire . . . of air treatment appliances



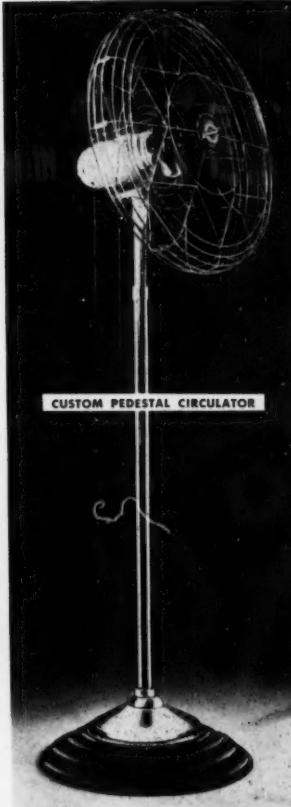
CUSTOM WALL CIRCULATOR



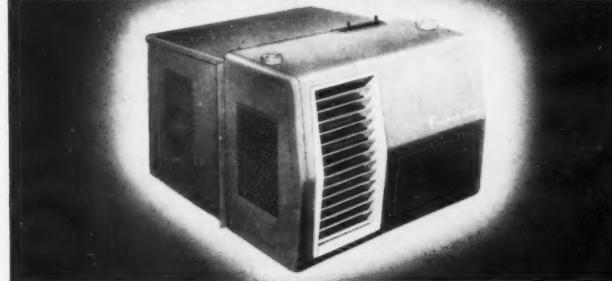
CUSTOM LOW STAND CIRCULATOR



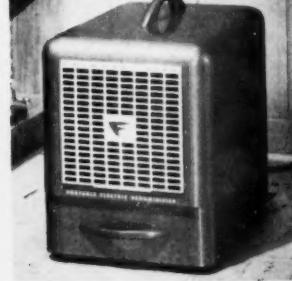
CUSTOM CEILING CIRCULATOR



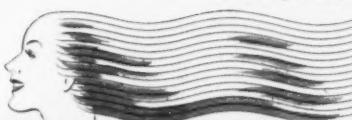
CUSTOM PEDESTAL CIRCULATOR



MODEL 734, ROOM AIR CONDITIONER — Cools, ventilates, filters, dehumidifies. $\frac{3}{4}$ ton capacity, 9000 B.T.U. Exclusive horizontal "no draft" finger-tip directional air control. Delivers conditioned air at 300 CFM. \$399.95 retail. Model 712, $\frac{1}{2}$ ton cap., 6250 B.T.U. \$349.95 retail.



MODEL 750, PORTABLE DEHUMIDIFIER — removes up to 3 gallons of moisture per day from up to 10,000 cubic feet of air. Reduces mildew, warpage, rust and damp rot. Built-in water tray and drain connection. Two-tone enamel finish. 17" x 12" x 18". 5 year warranty. \$149.95 retail.


FRESH'ND-AIRE®

FRESH'ND-AIRE COMPANY • Division of Cory Corporation • 221 NORTH LA SALLE STREET • CHICAGO 1, ILLINOIS

WORLD'S LEADING MANUFACTURERS OF FANS, CIRCULATORS, HEATER-FANS, HUMIDIFIERS, DEHUMIDIFIERS AND AIR CONDITIONING UNITS

PLUS

this dramatic Tie-in Promotion



DEALER AD MATS



WINDOW STREAMER



MAJOR DISPLAY



COUNTER DISPLAY



ENVELOPE STUFFER

FRESH'ND-AIRE®

FRESH'ND-AIRE COMPANY • Division of Cory Corporation • 221 NORTH LA SALLE STREET • CHICAGO 1, ILLINOIS
WORLD'S LEADING MANUFACTURERS OF FANS, CIRCULATORS, HEATER-FANS, HUMIDIFIERS, DEHUMIDIFIERS AND AIR CONDITIONING UNITS

PLUS

this extra Profit
Grand Slam deal
Order Now!



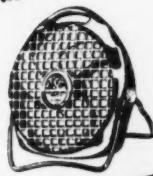
FRESH'ND-AIRE Model 80 Fanette

DEALER BUYS 3 @ \$7.90 23.70
 GETS 1 @ 5.01 5.01
 TOTAL DEALER COST 28.71
 DEALER SELLS 4 @ 12.75 51.00
 DEALER'S PROFIT \$ 22.29



FRESH'ND-AIRE Model 100 Fanette

DEALER BUYS 3 @ \$11.15 33.45
 GETS 1 @ 7.07 7.07
 TOTAL DEALER COST 40.52
 DEALER SELLS 4 @ 18.00 72.00
 DEALER'S PROFIT \$ 31.48



FRESH'ND-AIRE Model F-12

DEALER BUYS 3 @ \$31.50 94.50
 GETS 1 @ 19.99 19.99
 TOTAL DEALER COST 114.49
 DEALER SELLS 4 @ 50.85 203.40
 DEALER'S PROFIT \$ 88.91



FRESH'ND-AIRE Model 90

DEALER BUYS 2 @ \$18.55 37.10
 GETS 1 @ 11.77 11.77
 TOTAL DEALER COST 48.87
 DEALER SELLS 3 @ 29.95 89.85
 DEALER'S PROFIT \$ 40.98



FRESH'ND-AIRE Model 120

DEALER BUYS 2 @ \$22.80 45.60
 GETS 1 @ 14.51 14.51
 TOTAL DEALER COST 60.11
 DEALER SELLS 3 @ 36.95 110.85
 DEALER'S PROFIT \$ 50.74



FRESH'ND AIRE COMPANY • Division of Cory Corporation
 221 NORTH LA SALLE STREET • CHICAGO 1, ILLINOIS

Gentlemen:

Please ship the following deals as described above, to me to be billed through my distributor, whose name is

NAME	ADDRESS	CITY	ZONE	STATE
<input type="checkbox"/> Deals "ACE"	(Model 80 Fanette).....			My dealer cost is \$28.71
<input type="checkbox"/> Deals "KING"	(Model F-12 Air Circulator).....			My dealer cost is \$114.49
<input type="checkbox"/> Deals "QUEEN"	(Model 90 Console Circulator).....			My dealer cost is \$48.87
<input type="checkbox"/> Deals "JACK"	(Model 100 Fanette).....			My dealer cost is \$40.52
<input type="checkbox"/> Deals "10"	(Model 120 Console Circulator).....			My dealer cost is \$60.11

STORE NAME

ORDERED BY

STORE ADDRESS

CITY

ZONE STATE

I am interested in handling the following

Fresh'nd-Aire Products:

I am interested in handling the entire Fresh'nd-Aire Line of Air Treatment Equipment.

I am a dealer. I am a distributor.

NAME

ADDRESS

CITY

ZONE STATE

HIT 'EM HIGH
HIT 'EM LOW!...WITH
CORY

Every Kind of Coffee Brewer

**IN EVERY PRICE
RANGE!**

ALL GLASS

GUARANTEED AGAINST BREAKAGE!

Only all-glass coffee brewer made! Watch Cory's exclusive 6 months' guarantee against breakage up your sales!



Make Your Store Headquarters
for Cory Replacement Parts!

There's big business in replacement glass!
Get your share of it!

STAINLESS STEEL

GUARANTEED FOR LIFE!

NICRO

Nicro All-Stainless Steel Coffee Brewer lasts
a lifetime! Won't chip, stain, or rust!

AUTOMATIC

POT THAT NEVER NEEDS WATCHING!

Only fully automatic vacuum type coffee
brewer made! Turns the coffee down...keeps
it hot...makes perfect coffee every time...
automatically!



CORY ELECTRIC KNIFE SHARPENER

The most unusual but useful gift going!
Sharpens knives professionally right at home!

CORY CORPORATION
221 North La Salle Street
Chicago 1, Illinois



OLD CUSTOMERS invited to Frank Rogers' three-day Open House, fill out cards showing appliance ownership.



DURING THREE-DAY promotion manufacturer and distributor home service women explain and demonstrate their products. Women are attracted by free prizes, special prices.

One Promotion A Year

Rogers Appliance Center, Maumee, Ohio, goes all out with its annual open house for old customers because it's the only big promotion it has. So far, it's enough, returning an average of \$15,000 every year



STORE SALESMEN make their pitches, too, attempting to close sales during the Open House. Sales that aren't closed are followed up right after promotion.

WHEN other dealers try to pack people in their store with a big gala promotion, Frank Rogers sits back in Maumee, Ohio, (pop. 5,000) addressing envelopes and signing invitations to former customers for a three-day Open House. Over four years the sales made during his Open Houses have averaged about \$15,000.

The first year (1949) the market was slow because of the shortage of merchandise, but total sales still topped \$15,000. Last year with a rising market, sales ran a little over \$18,000. This year in almost a "no market era" total sales were \$12,181. Even the first week after the show, total sales ran over \$5,000.

How It Works

Rogers makes arrangements with his distributors and the utility. They provide up-to-date information and sales pitches for their lines. Refreshments and half of the whole expense is furnished by the distributors. Usually, they must be given 30 to 60 days notice in advance of the promotion in order to help Rogers.

This year the envelopes and stationery cost \$150. The handouts (a breadboard and a circus cutout for kids) cost about \$50. Since his promotion is by personal invitation only, there is no cost for advertising.

Rogers sends out more than 5,000 invitations to all customers listed on the



FOLLOW-UPS by telephone begin immediately after close of promotion. Cards supplied by customers and by town-wide survey provide the leads.

books. With each personally addressed letter he includes two cards to list the appliances (type and age) they own now and the two they are most interested in. If they win the drawing on the final day, the choice they listed will be the grand prize. In other words, it might be a refrigerator, range, freezer, automatic washer, dryer, ironer, sewing machine, vacuum cleaner, water heater, chrome breakfast set, wringer washer, combination radio and record player or TV set.

To win, the holder of the card must be present. However, the people have a chance to enter more than their two cards. If they are one of the first 100 or if they bring a friend along, they have another chance for the drawing.

Rogers wants that card. He is (Continued on page 114)

Meet the Prize-Winners of



J. A. Bradley
Iowa Southern Utilities Co.
Centerville, Iowa



Roger D. Rohrer
National 5¢-10¢-\$1.00
Worthington, Minnesota



Paul B. Churchfield
Acme Market #4328
Shippensburg, Pennsylvania



W. H. Collins
McLellan Store #10
Wilson, N. C.



R. B. Batchelor
Sears, Roebuck & Co.
New Orleans, Louisiana



Blythe Humphreys
Recall Drug Co.
Los Angeles, California



Douglas Folsom
Almon H. Fogg Co.
Houlton, Me.



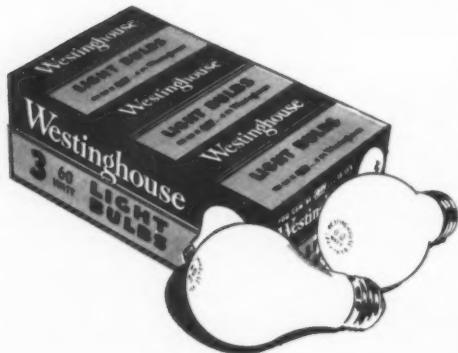
Charles H. Weiss
R. D. #4
Bethlehem, Pennsylvania

They won extra cash and

WESTINGHOUSE LIGHT BULBS ANNOUNCES
A NEW JACKPOT CONTEST FOR RETAILERS

\$5,000 PRIZE VALUE

Easiest Contest You Ever Entered!



These happy dealers are only a few of the hundreds of prize-winners in recent Westinghouse Light Bulb Display Contests. And no wonder they're happy! For in addition to winning extra cash, they have also won increased light bulb sales—increases ranging from 37% to 950%! And the same profit opportunity is now knocking on your door!



Westinghouse now gives you a new Dealer Display Contest that's jam-packed with prizes and profit... contest runs from April 21st to June 1st! Here's your big chance to sell more light bulbs than ever before... and pick up an extra "grand" besides. It's all tied in with the big "Famous Houses" consumer contest that Westinghouse will launch on April 21st. So...

ACT NOW! Follow simple rules at right. If you're not now carrying Westinghouse bulbs, mail coupon today!

Westinghouse Light Bulb Display Contests



Daniel Babb
Kroger Grocery Co.
St. Louis, Missouri



Joseph N. Vranish
Montana-Dakota Utilities Co.
Williston, N. D.



H. Mack Murphy
Mack Murphy Hardware Co.
Clay, West Virginia



G. T. MacIntyre
Conn. Light & Power Co.
Greenwich, Conn.



Edward O. Feldmeier
Neisner Bros. Store #19
Mansfield, Ohio



Jack C. Walter
Montana-Dakota Utilities Co.
Sheridan, Wyoming



Richard W. Fries
Peoples Drug Store #13
Washington, D. C.



Francis Swanson
Montana-Dakota Utilities Co.
Miles City, Montana

extra sales and so can you!

CONTEST STARTS APRIL 21 — ENDS JUNE 15

HERE'S ALL YOU DO:

1. Set up "Famous Houses" display material in your store and windows. Place bulbs and entry blanks in high-traffic locations, such as check-out counter. Use other means to publicize the contest, such as newspaper ads, special exhibits, cards, truck advertising, etc. Have your sales people tell customers about the contest. Make your displays clever and forceful.
2. Write a statement on a plain piece of paper in 100 words or less on the subject: "How the Famous Houses Contest Helped Our Store Sell More Westinghouse Light Bulbs." Be specific; give figures showing sales increase. Describe all the ways you promoted contest. Include your name and the name and address of store. Mail entry to: Westinghouse Light Bulb Display Contest, P. O. Box 62, New York 46, N. Y. Entries must be post-
3. Submit at least one photograph showing the contest display at your store. Be sure to place your name and the name and address of your store on the back of all photographs submitted. All photographs submitted become the property of the Westinghouse Electric Corporation.
4. Prizes will be awarded on the basis of originality, interest, concreteness, and comprehensiveness. In case of ties, duplicate prizes awarded. All entries become the property of the Westinghouse Electric Corporation and none can be returned. Entries will be judged by a board of impartial contest experts. The Reuben H. Donnelley Corp. Decision of the judges is final.
5. This contest is open to all Westinghouse lamp dealers and their employees.

marked not later than midnight, June 15, 1952, to be eligible.



Get in on this sales building promotion. Send coupon today!

YOU CAN BE SURE...IF IT'S

Westinghouse

Lamp Division
Westinghouse Electric Corporation
Bloomfield, New Jersey

I am not now handling Westinghouse light bulbs, but I would like to get in on the "Famous Houses" contest.

Name _____

Street _____

City _____ State _____

"People ask the darndest questions"



If it's Stainless, tell them!

Sometimes they don't ask *any* questions—they just walk out! In appliance sales as well, you don't mind the questions if you know the answers. Moreover, it's wise to tell your prospects the good points of your merchandise. One of the most important is the material used in a product.

Stainless steel, for example, gives you a talking point that is second to none. Here are questions you may be asked about stainless steel—and the correct answers:

- Q.** Just what is stainless steel?
A. It's an alloy steel containing 11 per cent or more of chromium. Other elements such as nickel are often included to give it special properties, but it's the chromium that makes stainless steel "stainless."
- Q.** Are products made of stainless steel more expensive?
A. Not always. And even when the first cost is higher, they're a better buy in the long run. For Armco Stainless is a permanent investment—solid rustless metal all the way through with no plating to wear off.
- Q.** Are foods safe for use after contact with stainless steel?
A. Yes. Foods are not affected by stainless steel; no metallic taste is imparted to them.
- Q.** Is stainless steel easy to clean?
A. Very easy. Usually soap and water will do the trick. Use ordinary non-abrasive household cleansers when necessary. Sterilizing and cleansing agents properly used don't affect this attractive gleaming metal.
- Q.** Will stainless steel stand up under hard usage?
A. It will. Stainless steel is exceptionally strong, durable and heat resistant.

There's your sales story. Simple—and effective too. Use it to show your customers that Armco Stainless Steel can't be beat for its multitude of applications, such as range burner bowls, broiler pans and grids; kitchen sinks, refrigerator parts, dishwashers, washing machine parts, holloware and tableware.



ARMCO STEEL CORPORATION

2182 Curtis Street, Middletown, Ohio

Plants and sales offices from coast to coast

Export: The Armco International Corporation



One Promotion a Year

CONTINUED FROM PAGE 111

naturally going to get duplicates and even triplicates, but by enticing them to come he will get at least one record of their present appliances as well as what they are interested in.

Complete Record

From the cards, Rogers has a complete up-to-date record of each customer. In order to be more accurate (partly due to the falling market on appliances) and be able to push sales to the utmost, Rogers made a survey of the town. By paying four high school girls 75 cents an hour for two hours each day for two weeks he got a list of every home in town. In each home is listed the appliances they now own and the prospective or anticipated ones. Naturally, the cards from the Open House duplicate some of these, but they also fill in the gaps.

Follow-ups from the Open House begin right away. In fact, the promotion closes on Sunday, and Monday morning Rogers starts with phone calls and the first mailings on the literature for the items marked both on the cards from the Open House promotion and the survey that promised a complete listing of the entire town and trade area.

With no other demonstrations or promotions during the year, Rogers puts all his effort on the Open House. Usually 500 good leads are turned up and better than 200 will turn into sales. During the first morning of the Open

House this year sales were made on one 19-in. television set, two sewing machines, an automatic washer, and a dryer. During the entire show this year, 41 major appliances were sold.

"We know that this is worth while, because the good demonstrations that the people see here make an impression. Many times people say, 'About six months ago, I saw some item demonstrated and now I want to buy one,'" Rogers says. "We like the people to be satisfied and when they come in they can also give us a report on how their appliance is holding up."

"A man walked in the first day and ended up buying an automatic washer. After he bought it, he told us that he really hadn't intended to buy anything. He received an invitation so he wanted to drop by with his wife to pick up his free gift, deposit his cards and do some other business in town. However, after watching the good demonstration on a washer, he just couldn't resist. But as a sample of his feeling for our firm he said: 'I'm so happy when I do business here that I will buy here as long as I live—or as long as Rogers is in business.'"

Cards Show Trend

Cards deposited at the store are another valuable aid, because they show the trend of what people want to buy. That sets the guide for inventory as well as for sales followups.

(Continued on page 118)



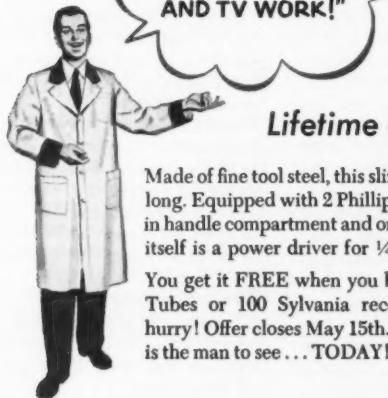
This Amazing MAGNA-TIP SCREW DRIVER!

4 Screw Drivers in 1



...with every 100 Sylvania
Receiving Tubes or 4 Picture Tubes
purchased between April 1st and May 15th

It's the greatest time-saving tool you ever saw! Just slip the right-sized bit in place and a permanent Alnico magnet charges the bit...holds both your bit and screw in place for fast, easy, one-hand operation.



Lifetime quality

Made of fine tool steel, this slim-shaft driver is 8½ inches long. Equipped with 2 Phillips and 2 slotted bits, (3 bits in handle compartment and one in shank). And the shank itself is a power driver for ¼-inch hex-head screws.

You get it FREE when you buy 4 Sylvania TV Picture Tubes or 100 Sylvania receiving tubes. But, better hurry! Offer closes May 15th. Your Sylvania Distributor is the man to see... TODAY!



SYLVANIA

RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT TUBES, FIXTURES, SIGN TUBING, WIRING DEVICES; LIGHT BULBS; PHOTOLAMPS; TELEVISION SETS •



Harry S. Schram Appliances, Inc., 491 Central Ave., Highland Park, Illinois.



Harry S. Schram

How to sell appliances a kitchen-full at a time!

**Harry Schram believes a woman should
plan her kitchen like her husband
plans his office. So he tells them
and sells them more than \$175,000
worth of appliances per year.**

BECAUSE he believes that a woman's kitchen is her office and it should be planned and furnished as such, Harry S. Schram, Jr., proprietor of Harry S. Schram Appliances, Inc., 491 Central Avenue, Highland Park, Illinois, yearly sells more than \$175,000 worth of appliances.

How he gets single orders ranging up to \$5,000 and more from places as remote as Shanghai is a story of what can be accomplished in the appliance business by a sincere interest in the customer's satisfaction.

A few years ago, Harry decided that if a demonstration will sell a range or a dishwasher, he could go a step further and demonstrate a whole kitchen. He took out his old appliance displays and devoted most of his floor space to two beautiful, fully-operating model kitchens

designed to give any housewife a new interest in her home.

Silent salesman

"Up to that time, I had never done a complete kitchen," Harry recalls. "But I found out that a good kitchen display is a sort of silent salesman. When a woman comes in to see a range, for example, I show her a range in a perfect setting. Often as not, the prospect interests herself in other appliances and sometimes in a complete new kitchen—simply because of the display."

With no formal training in draftsmanship or designing, Harry has become an expert in kitchen planning. So successful has he been that over a year ago, he dropped television sets from

his stock to specialize in kitchens.

Already he has planned and installed more than 115 kitchens, acting not only as designer and appliance seller but as contractor for carpenters, plumbers and electricians. His bill for appliances alone sometimes runs as high as \$1,500 or \$5,000 on a single job.

Harry has an unusual approach to the business of appliance selling. While the common practice is to push one appliance per prospect, Harry prefers to set his sights on all of a customer's trade.

Such an aim, of course, requires a great deal of time and a study of the prospect's particular needs and desires. Because of Harry's genuine interest in people and his willingness to live with every problem until it is ironed out to the customer's satisfaction, he is unusually well suited to the type of operation he has developed.

"The word gets around"

Illustrative of his success in holding customers is the fact that he has received orders from old customers relocated as far away as Shanghai and Switzerland. To anyone acquainted with Harry Schram, it would be no surprise to learn that his very first customer still has an active account in his books.

"It's only good business to give every customer your best," Harry says. "The word gets around. One customer from a distant suburb of Chicago told us she came here on the recommendation of a neighbor. The neighbor's business is distributing a line of appliances we don't carry, yet he told her she could be sure of a good deal when she trades with us. That's what I mean when I say it's just good business to give every customer your best."

Harry tries to meet each prospect personally

(Advertisement)

APRIL, 1952—ELECTRICAL MERCHANDISING

in the store. But because he feels that some women are more at ease with another woman, he has trained one of his two office girls to sell.

Rounding out the organization are three service men. In addition to their service work, they account for important sales leads through their work in customers' homes. Sales training helps them take advantage of these important contacts.

Incentive for service men

To keep his service department functioning at top efficiency, Harry has devised an incentive plan for his service men. He pays them a monthly bonus based on a percentage of income from all service work over a certain level. "This plan is foolproof," he says. "The service men make more money, they are constantly on the lookout for extra jobs to do and my customers get faster service."

"I agree with those who say that nothing holds customers like a good service arrangement. Everything we sell has a one-year unconditional guarantee. Our minimum on other service calls is \$3.50. As a result, we consider ourselves lucky any time we break even on service."

"I don't think it's possible nowadays to make big profits on service when you're doing a competent job at a competitive price. But because of the extra sales good service produces, we come out far ahead in the long run."

The company's service reputation attracts many customers who have bought appliances elsewhere at wholesale prices. "We're glad to have them," Harry says, "because they've learned their lesson about service. Once they come to us for service, they usually come back when they're in the market for new appliances."

Progress

When you consider that Harry Schram probably has sold as many electric dishwashers as any single appliance dealer in Illinois, it is hard to believe that only six years ago he opened for business with just one washing machine, an order pad and some untried ideas about operating an appliance store.

As merchandising manager and appliance buyer for Straus & Schram, Chicago furniture firm, Harry had a desire to try out some of his ideas in a store of his own. The prospect of working in his own community also appealed to him. So in January, 1946, when he saw an opportunity to lease a choice location, he decided to take the plunge.

The store, while not large, is ideally located for traffic. It is on a corner in the main business district between the post office and the theater and within a few steps of the town's busiest drug stores and doctors' offices. Harry takes advantage of window space on two sides by making frequent changes of displays, many of which are animated to attract attention.

He devotes almost the entire ground floor to display. The basement is divided into four rooms—a large carpeted office, a service department, parts room and a lunch room for employees. Merchandise is stored in another building.

Free food sells appliances

Harry allocates part of his rent to advertising because he considers his location an important factor in the promotion of sales. The only other local promotion he uses is the sponsorship of dinners in co-operation with local clubs and churches.



Harry Schram, who has sold more than 1400 dishwashers, conducts a demonstration in one of the two model kitchens in his display room.

Members of organizations such as the Elks, Moose, VFW, women's clubs, church groups, etc., sell tickets to these affairs and keep the money for their clubs. Harry furnishes the food and the kitchen range and sees to it that the food is served. In exchange for these services, he takes 25 to 30 minutes for a brief sales talk and then turns the meeting over to the club. The hundred dollars or so that one of these dinners costs is an excellent investment, Harry reports.

Most of the remainder of his advertising budget is placed in Selective Area campaigns in the Chicago Tribune. Although Highland Park is more than 20 miles from Chicago, the Tribune on Sundays delivers 100 per cent coverage of the town's 3,678 families. On weekdays, the Tribune is read by 89 per cent of the families.

Under the Tribune's Selective Area plan, Harry buys this important coverage of his trading area at costs adjusted to his budget. For costs as low as one per cent of regular card rates, he gets large-space, often full-page advertising over his own name.

Powerful advertising—bargain rates

Other dealers participating in Selective Area campaigns are located in trading areas where they offer him little or no competition. Only one fifth of these dealers ever is listed in a single ad in the Sunday Tribune because a different list appears in the ad in each of the Tribune's five neighborhood sections.

"The Tribune's plan gives us at bargain rates the kind of powerful advertising it takes to sell appliances," Harry says. "We have participated

very successfully with several of our suppliers, including G.E., Deepfreeze and others.

"During a recent campaign on James dishwashers—a relatively new line—our volume of calls for this particular brand proved again that Selective Area campaigns are easily the most effective form of advertising we can buy."



MANUFACTURERS: *Nothing produces sales as surely as your dealer's enthusiastic support of your line.*

When you build your advertising program around the Chicago Tribune's Selective Area advertising plan, you stimulate the dealer's enthusiasm for your line because your advertising produces results he can see in his own store.

He gets large-space, retail-store-type advertising over his own name in Chicago's most widely read newspaper and No. 1 hardline medium. Although his cost is as little as one per cent of the total, he gets practically the full benefit of this powerful advertising in his own trading area. Yet the entire program is integrated and directed by the manufacturer.

Because the Selective Area plan produces the results dealers, distributors and manufacturers want, more than \$2,000,000 already has been invested under the plan in the appliance field alone.

The Chicago Tribune has on file dozens of case histories that show how Selective Area campaigns are building stronger dealer organizations and greater sales in the Chicago market. For full details, ask your Chicago Tribune advertising sales representative to call. Do it today.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Advertising Sales Representatives:

Chicago
A. W. Dreier
1333 Tribune Tower

New York City
E. P. Struhsacker
220 E. 42nd St.

Detroit
W. E. Bates
Penobscot Bldg.

San Francisco
Fitzpatrick & Chamberlin
155 Montgomery St.

Los Angeles
Fitzpatrick & Chamberlin
1127 Wilshire Blvd.

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

(Advertisement)

Your customers
are reading
these L & H
advertising
messages



The range that makes good cooks better!

**— one big reason why L & H "Lectro-Host" is
the line that makes
good dealers—money**

LECTRO
L & H
HOST
OLDEST
AMERICAN
RANGE
MANUFACTURER
UNDER
CONTINUOUS
OWNERSHIP
EST. 1875

A. J. LINDEMANN & HOVERSON CO.
Milwaukee 15, Wisconsin

Watch for announcement of the L & H
"Custom-Bilt" Range, the flexible
group of range components for
modern built-in applications.

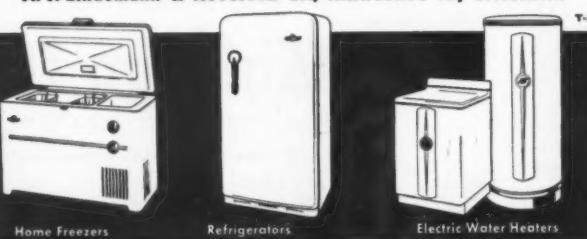
Here's what the L & H electric range offers you:
Features that make sense to customers . . . Vari-speed control for "1001 cooking speeds" . . . handy divided top that reduces "traffic congestion" and heat concentration . . . the "Duo-cook" deep well cooker that becomes another surface unit in seconds . . . the fool-proof self-computing timer . . . the greatest usable oven capacity in any standard range . . . and many others.

A potent program of magazine advertising that is telling the L & H story to millions.

A 77-year record of quality production that means lasting satisfaction to your customers and peace of mind to you.

See your L & H distributor.

A. J. Lindemann & Hoverson Co., Milwaukee 15, Wisconsin



One Promotion a Year

— CONTINUED FROM PAGE 114 —

"From this year's show, the trend definitely is pointing to the automatic washer," Rogers asserts. Television is about 50 percent saturated in Maumee, but we can get an idea of who is good for replacements. Everybody was instructed to state on their card the size of screen that they have now. From the size they own now we can tell if they are candidates for a larger screen. The current demand is for 17 inch, but rapidly shifting to 19 and 20 inch. When a person owns a 12½ inch, even if they do not state that they are interested, we drop around to see if they would like to trade in.

What They Really Want

"By having the people list two choices, you have a better chance of nailing down what they really want," Rogers emphasizes. "Naturally, if they have the winning card for the grand prize, they want to win something big, so they put down some item that they know is really worth a lot of money. Then they list the item that really is needed in their home."

"The first year we failed to give them two choices, so we got a lot of bum leads. Even with inexperience in this problem we made a lot of sales, but we learned to arrange for the dodge."

Activity on the first day usually is not too heavy during the daytime, but Friday night there is a good attendance because Maumee is a Friday night town. The third day, Sunday, the store is open from noon until nine pm and more people are able to come at that time than during the first two days. Sunday night when they are getting ready to distribute the prizes, the crowd flows out into the street.

Cost of the prizes is shared by the manufacturers, but the cards are all Rogers' to help him continue to boost sales by selling to old customers and giving them what they need. *End*





Lighting your way to toaster profits

In almost every kind of merchandise you carry there's usually one standout, one product that does much more than merely earn its keep. It turns over rapidly. It's a constant source of income. It, and items like it, are the lifeblood of your business. Such a product is the "Toastmaster" Toaster.

The reasons why this toaster gives you top turnover are easy to put your finger on. It's of highest quality. So it's presold in a big way by word of mouth. It's consistently backed with national advertising as no other automatic toaster is or ever has been. And it's thoughtfully displayed and aggressively promoted by more sales-minded retailers than any other

brand on the market.

All of which adds up to an overwhelming consumer demand for the "Toastmaster"** Toaster—and to retail profits that go with it!

**"TOASTMASTER" is a registered trademark of McGraw Electric Company, makers of "Toastmaster" Toasters, "Toastmaster" Water Heaters, and other "Toastmaster" Products.

TOASTMASTER
Automatic Pop-Up Toaster

TOASTMASTER PRODUCTS DIVISION, McGRAW ELECTRIC COMPANY, ELGIN, ILL. © 1952



There are ten reasons...

Improper food, worry and hurry, wrong clothing, bad air, not enough light, drab surroundings, poor work habits, boredom, standing, lack of goals and plan.

And a remedy...

for every reason!...Mary Rouse, home economist, highlights reasons and remedies in a short article, set in big type—two pages that can be cut out, and posted in any kitchen as a guide and index for women who work at home...And women in more than 1,200,000 homes read and heed the practical help given by one of this country's great home service magazines—**SUCCESSFUL FARMING!**



These women readers of SF constitute one of the best class markets in the country today.

A decade of farming prosperity, good crops and high prices has set new standards for farm living, is revolutionizing the farm home. Electrification, remodeling and new building have opened a huge new market for central heating, multiple bathrooms, major appliances, modern kitchens, new furniture and furnishings.

Nearly a million of these SF farm families are in the 15 heart states...with the best land, largest investment in livestock, building and machinery, highest yield in cash crops—and average incomes more than 50% ahead of the US farm average. General media and TV merely fringe this market as yet, but SF reaches the best and the most of it, has real influence founded on fifty years of service . . . is needed to balance any national electric goods advertising schedule!

Get the details from any Meredith office...
Meredith Publishing Company,
Des Moines...New York, Chicago,
Detroit, Cleveland, Atlanta,
San Francisco, Los Angeles.





AMANA ADVISES its dealers to keep owners coming back by stocking freezing supplies. It works for Wagner.



THE BOOK SAYS, "Have cleaner demonstration facilities in the store," so George Wagner of Austin, Minn., has a set-up near the door which attracts immediate attention and sells plenty of cleaners.



GOOD FREEZER DISPLAY, manufacturers teach, includes frozen foods in an operating freezer. From this one Wagner offers samples to his customers.

HE SELLS BY THE BOOK . . . and it Works

THE heart of E. C. McCarthy, who belongs to the Hall of Fame in the vacuum cleaner industry, would be glad if he could hear about George Wagner, who operates a retail store in Austin, Minn. (pop. 23,000).

For George, who spent years with Eureka Vacuum Cleaner Co. and still more time with Norge, proceeded to follow the book when he opened a store of his own and proved that the rules laid down by the pioneers sell merchandise.

For example, at the door of the store there is a rug cleaner display. There are a lot more people who have rugs to clean than there are customers for vacuum cleaners, E. C. McCarthy always pointed out.

It is a factory recommended approach and George Wagner finds it leads naturally into a demonstration and sale of a Eureka. He has a rug sample and all the attachments ready for a complete workout, too.

Take home freezers. E. L. Hinchliff of Amana maintains you are crazy if you don't set out a lot of freezer supplies for easy purchasing.

George Wagner goes him one better. An item that sells for \$1.09 downtown is ticketed by him for 65¢. It looks like a great bargain yet he makes 33½ percent margin.

"People that own freezers sell their friends on them by word of mouth and we like to have them coming in here for their freezer supplies, which

as you know, are repeat business. By making an item look like a bargain, we convince our customers that we have a lot of good buys in the house."

It will also make Mr. Hinchliff's heart glad to know that here is a dealer who is taking his advice and loading up his display model home freezer with a lot of frozen food.

"Did you ever taste a frozen banana?" asks George, bringing out a piece on a toothpick. "Its flavor is entirely different from ordinary bananas." He can inveigle a customer into a discussion this way almost without effort, and out comes a prospect's longing, hopes and aspiration to own a home freezer.

(Continued on page 174)



"HOOK-UP APPLIANCES so you can demonstrate them," the book declares. In Wagner's store that's just one more suggestion by the manufacturer which is followed.



A SERVICE DEPARTMENT is essential to a well-rounded dealer operation, most manufacturers claim, so Wagner keeps customers coming with a good one.



GOOD RECORDS, both manufacturers and experience advise, are essential. Wagner's serve as a basis for sales plans.

Dealer Home Heater Sales Prove It!

Superflame Gives MORE!

MORE

VOLUME AND PROFITS! Actual sales records of SUPERFLAME Dealers prove that SUPERFLAME consistently gives MAXIMUM sales and profits. SUPERFLAME dealers are *volume home heater dealers!*

MORE

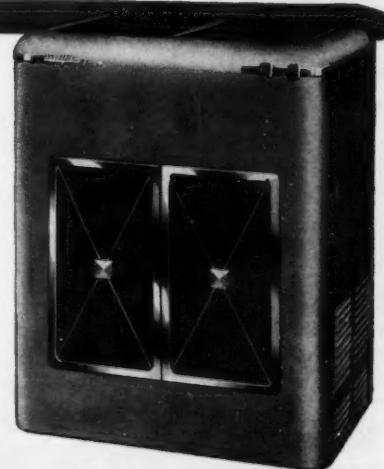
COMPLETE LINE! Never a lost sale with SUPERFLAME! 17 oil heater models. 8 gas heater models. A popular priced model for *every heating need!*

MORE

SALES-MAKING PROMOTIONS! Only SUPERFLAME has SUPERFAN, the basis for the most profitable promotion in home heater history! The most powerful heater sales tool ever developed for the dealer!

MORE

POWERFUL SALES FEATURES! Only SUPERFLAME has the exclusive "FUEL-SAVER," the "TRIPLE-COMBUSTION BURNER," unsurpassed beauty and the world's greatest combination of fuel saving features!



FREE

THE SALES WINNING
METHODS OF
AMERICA'S MOST
SUCCESSFUL HOME HEATER DEALERS

THIS *Valuable Book* is guaranteed to open your eyes! Gives you practical, proven methods that will make your store *home heater headquarters!* Tells how to advertise, how to get prospects, how to demonstrate, how to close sales, etc. plus many other *volume and profit building ideas.* Worth hundreds of dollars to *ANY home heater dealer!* COSTS YOU NOTHING IF YOU MAIL THIS COUPON!



TO: QUEEN STOVE WORKS, Inc. Dept. EM 42
ALBERT LEA, MINNESOTA

Please send me without obligation:

- "29 Ways Book.
- Complete Catalog and Prices.
- Complete Information on 1952 SUPERFLAME Promotions.

Firm Name _____

Address _____

City _____ Zone _____ State _____

By _____

only **BH&G**
is two ways **BIG -**



No other man-woman magazine offers you 3½-million natural appliance prospects—screened for the BUY on their minds!

HERE'S a brimmingly bountiful market for electrical appliances: the home-building, home-owning, home-loving, home-entertaining families of America's better communities!

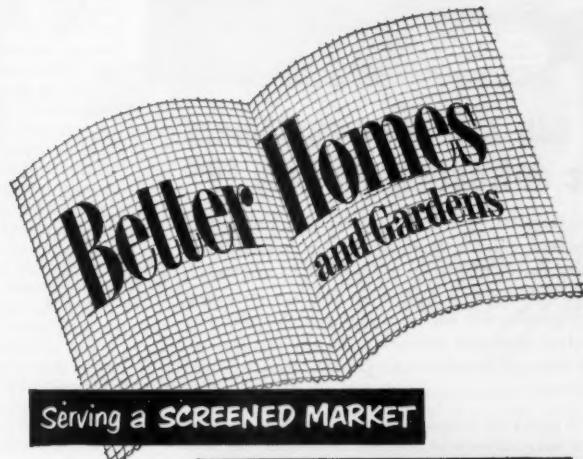
Better Homes & Gardens is the biggest-circulation magazine catering exclusively to these prime prospects of yours. Read by 7 out of 10 families building new homes, BH&G is a prime factor in the sale of major appliances.

Most of the rest of BH&G's huge audience own bigger-than-average homes, do lots of home entertaining—and so are eager prospects for *all* helpful devices.

No wonder appliance retailers acclaim BH&G as the magazine doing the most to interest readers in their merchandise! But there's still another reason for BH&G's value to you:

Only BH&G screens 3½-million families for their lively interest in what's new or better—for their financial ability to turn plans into purchases!

We call it "the BUY on their minds." Couple that with their faith in BH&G as buying counselor—and you have a combination that can really *move* your wares!



Serving a SCREENED MARKET

of 3½-Million Better Families

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

Cash in on the big swing to AUTOMATIC DEFROSTING with Paragon de-frost-it



Now you can sell your customers automatic defrosting for only \$9.95

The big news in refrigerators in 1952 is Automatic Defrosting! As more and more refrigerator manufacturers play up this wanted feature — more and more housewives are sold on its advantages — and this creates a tremendous market for you . . . no matter what make of refrigerator you sell! For now you can offer simple, clean, worry-free automatic defrosting for any refrigerator, new or old, with Paragon's performance-proved, market-proved "de-frost-it"!

MOVES FAST — priced for everyone's pocket. Fills a need people want today. A recent survey shows over 29,000,000 housewives want automatic defrosting.

BUILDS TRAFFIC — nationally advertised. Big swing to automatic defrosting has real momentum today . . . getting better all the time.

STEPS UP PROFITS — word-of-mouth advertising by users is "de-frost-it's" greatest salesman. Just sell a few in your area and watch 'em start to come in and ask for the "de-frost-it".

- De-frost-it is the only complete unit . . . no extra cord to buy . . . no installation . . . hangs anywhere.
- De-frost-it is completely performance proved . . . hundreds of thousands of satisfied users.
- De-frost-it is made and backed by the world's largest exclusive manufacturer of time controls.
- De-frost-it is backed by aggressive national advertising . . . reaching over 7,000,000 prospects . . . month after month.
- De-frost-it merchandising plans . . . sales policies . . . dealer aids help you cash in on customer demand.

Sold only through established retailers.

© 1952, P. E. Co. Call your jobber or write us on this profitable line.

PARAGON ELECTRIC COMPANY
1638 Twelfth Street
Two Rivers, Wisconsin

"Mother of the Year"

CONTINUED FROM PAGE 122

through purchases at Umer's Appliance Stores. In order to compete for prizes all candidates must permit the use of their names and pictures (to be supplied by them if requested) by Umer's advertising and publicity.

The foregoing, together with some simply stated contest rules, and a nomination blank were placed in neat binders available to persons and organizations interested in making nominations.

Incentive for Sponsors

As an incentive to organizations to name candidates for our contest we offered a cash award of \$100 to the person or organization naming and sponsoring the winner.

We allotted two months (October 15 to December 15) for the duration of the contest and it was good that we did since we found that it took us about two weeks to get the idea across and get sufficient entries to start the project rolling.

By mid-November we had 16 entries and we invited these 16 mothers to an informal afternoon party at our Appliance Center so that we could get acquainted with them, they could get acquainted with each other and we could more fully explain the contest and tell them all about the prize award for the winner, a General Electric dishwasher and disposer.

All of them accepted our invitation and we were able to get a good picture which appeared in the woman's section of our daily paper. As a matter of fact, the publicity we got in our daily paper was one of the big gains of the contest. The paper gave us several nice stories at the start, but naturally was reluctant to go too far in deference to other advertisers. And that's where our contestants took over. As each organization selected a nominee, it fixed up a story, generally accompanies by a picture, and went directly to the paper. This took the publicity out of our hands entirely and saved us the embarrassment of asking for publicity space. This publicity, added to our regular advertisements, and further supplemented by the word of mouth discussions carried on by women's organizations all over the city combined to give us the most widely discussed promotion we have ever sponsored in all our 32 years of retailing.

Subsequent to the party, referred to above, two more entries were received, making a total of 18 nominees, but they were too late to get very far in the contest.

There were just two ways to get votes. One was to clip coupons found in our advertisements from time to time. The coupons in the paper were all made for the same value, five votes.

The other way to vote for a contestant was provided at time of purchase in any of our stores. Each dollar purchase was worth one vote. A

customer making a \$20 purchase, for example, received a ballot for 20 votes, etc.

We placed the names of all contestants and their sponsoring organizations on a bulletin board in a prominent position in each store and offered store ballots with each purchase. At the start we found many people uninterested and while we didn't try to force the ballots on anyone, we explained they could keep them for later use. Some did and thanked us.

Under no circumstances were our employees allowed to use the ballots customers did not want. In fact, the store ballot had to be filled out with the name of the purchaser as well as the name of the contestant. Furthermore, our store personnel was warned never to suggest the name of a candidate to someone entitled to votes. We actually went all out to assure a fair contest in no way controlled or guided by us.

Employees could vote like anybody else when they made purchases or could send in the coupons from their papers, but that was as far as they could go.

During the course of the contest we inserted the newspaper coupons, good for five votes, in eight of our advertisements. Soon the mail became so heavy on these that we rented a separate post office box for these returns.

Various church organizations sponsoring a contestant (and ten of the 18 were connected with some church) enlisted the aid of their youngsters to collect votes and bring them to Sunday School or turn them in to someone designated to receive the votes. We heard of instances where children were given small rewards for bringing in the most votes.

People came in with coupons who had never been in our stores before and our contest mail was increasing. Also, business was good.

Since it took several weeks to get the contest underway, we didn't announce the first vote standing until around mid-November. At that time Mrs. Elsie McBride, nominated by

(Continued on page 126)



"THAT'S WHAT I SAID.
NO ANTENNA, PLEASE."

For **GENERAL PURPOSE** use . . .

or **SPECIALIZED** use . . .



There's a
DELCO MOTOR

Built for the Job!

**DELCO FEATURES
MAKE
DELCO FINEST**

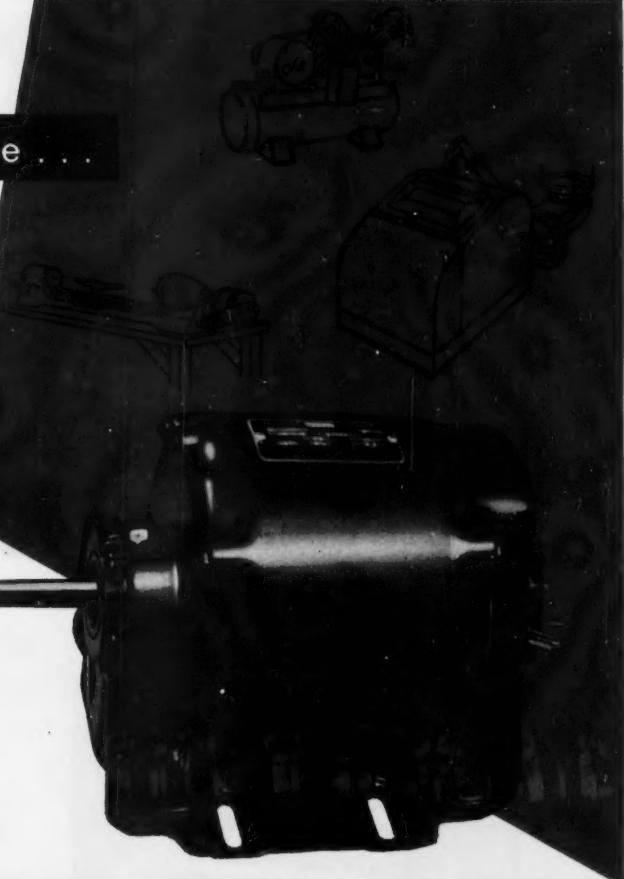
- Aluminum rotor conductors, end rings and fan blades.
- Oversize steel-backed tin babbitt sleeve bearings.
- Varnish-dipped and baked motor windings.
- Resilient rings of special oil-resistant material.
- Large oil reservoirs cast integrally with end frames.
- Exclusive Delco Thermotron for automatic motor protection.



DELCO PRODUCTS

Division of General Motors Corporation, Dayton, Ohio

SEE YOUR LOCAL DELCO MOTOR DISTRIBUTOR



Name the products you want to power . . . pumps, compressors, power tools, office machinery, or any of hundreds of others. *Whatever* the products, there are Delco motors built to power them . . . and built to serve *longer and better* on the job.

That's because Delco motors are engineered for peak performance, electrically and mechanically. Each part is made to rigid precision standards, and the motors are assembled, inspected and tested to assure dependability and long life.

Find out how Delco motors can serve *your* needs—and serve you *better*. Write Delco Products, Dayton, Ohio, or our nearest sales office.

Easy to take...

RCA VICTOR



RCA Victor PX600. This portable has what it takes to go places. Powerful 3-gang condenser gives it unusual range. Beautifully styled, it plays on batteries, AC or DC.



RCA Victor Baby. This portable has beauty and matchless performance to spell strong sales appeal. Plays on RCA battery or AC or DC outlet.



ONLY RCA VICTOR
HAS THE
"GOLDEN THROAT"



The portable business is profitable business and is steadily growing in volume. Cash in on these important spring and summer sales with RCA Victor "Pick of the Portables"—built right to sell big in this profitable market. Stock them . . . advertise them . . . give them star billing in your store. They're easy to sell.

The RCA Victor name on these portables means quality performance to your customers . . . money in the till for you. Stock this complete line of portables and take advantage of the RCA Victor reputation for high-quality merchandise. RCA Victor portables are famous for such quality features as: Superb "Golden Throat" tone system—finest listening anywhere . . . extra-powerful reception and sturdy construction . . . a wide choice of styling. No question about it! Your customers get what they expect from RCA Victor—and you'll find RCA Victor portables are easy to sell.



RCA Victor 8411. The portable that's no bigger than a book. Display it big . . . demonstrate its brilliant tone—for faster sales turnover.

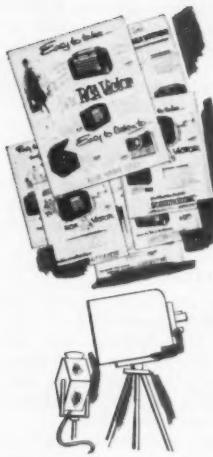
RCA VICTOR—World Leader

Easy to sell... "the pick of the portables"

Your own Advertising Campaign

Tie in with the hard-selling RCA Victor national advertising campaign to boost your sales . . . make your store a beehive

of activity. Your RCA Victor Distributor will help you develop your own campaign. Ask him for this material:



NEWSPAPERS

Ask your distributor for brand-new "Pick of the Portables" newspaper ad mats. They're specially designed to pull portable sales for you. They're your ads. Start them running in your newspapers now . . . for more customers tomorrow.

TELEVISION AND RADIO

Your distributor has television slides and radio spot commercials that are tailored to your needs. Use them to further build portable sales activity in your store.



OUTDOOR ADVERTISING

24-sheet billboard posters and car cards will remind your neighborhood that your store sells RCA Victor "The Pick of the Portables." They'll make you a part of the great RCA Victor National advertising campaign. They'll make more sales for you.

POINT-OF-SALE MERCHANDISING

Your portable display is the place where you make contact with the customers your advertising has brought into your store. You can't afford to take chances. Center your store's activity around your portable campaign. Use the Point-of-Sale Kit, Counter Display and the "Personal" Radio Display Holder to highlight your RCA Victor portable display . . . center of your own advertising campaign to roll up portable sales.



"45" "Victrola" Phonograph Model 4557A.
A phonograph that's easy to take . . . will play
wherever there's an AC plug. Display it prominently
. . . you'll find they're easy to sell.

"PICK OF THE PORTABLES" NATIONAL ADVERTISING

LIFE—May 5
SATURDAY EVENING POST—May 10
Here's a walloping sales message that will spark
your advertising campaign.



RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

"Victrola" T.M. Reg. U.S. Pat. Off.

In Radio . . . First in Recorded Music . . . First in Television

—CONTINUED FROM PAGE 126—



"One World." All over the globe, men have come to acknowledge this unique concept as the most effective basis for solving innumerable problems related to human progress.

"One Nichrome." All over the globe, men have come to acknowledge this unique alloy as the most effective means for solving a host of problems also related to human progress—in the fields of engineering and production.

This being so, we take particular pride in our trademark: NICHROME—granted solely and wholly to us by the United States Patent Office forty-three years ago. Representing a series of superb electrical heating and resistance alloys, developed and produced *only* by Driver-Harris, it symbolizes top quality and utmost dependability to manufacturers everywhere.

*T. M. Registered
in United States
Patent Office by
Driver-Harris Company
August, 1908



World-Famous **NICHROME®** is produced only by
Driver-Harris Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

Sold in Canada by The B. GREENING WIRE CO., LTD., Hamilton, Ontario

Factories: U. S. A., CANADA, ENGLAND, IRELAND, FRANCE, ITALY, SPAIN Representatives in 38 COUNTRIES

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING ALLOYS IN THE WORLD

the Women's Missionary Society of the Calvary Baptist Church, was in the lead with a vote total of 2137. There were 16 candidates in the field at that time and the total of all votes turned in was 10,684.

Subsequent weeks, on Saturday of each week, we announced, through an advertisement and postings in our stores, the standing of the contest and, of course, the interest heightened, reaching the climax during the final week.

Before we announced the contest we decided to go after some very prominent men in the community to serve as judges. We secured the mayor of Bakersfield, a Kern County supervisor, the manager of Bakersfield Chamber of Commerce, the advertising manager of the Bakersfield Californian (leading paper), and the owner-manager of Radio Station KERO.

These are the men who came to our Appliance Center on Sunday morning, December 16, to count the votes collected during the final week of the contest. It was an impressive looking pile of ballots containing a total of 50,743 votes. Some 35,000 of the votes were from newspaper coupons, which means that there were in excess of 7,000 paper coupons deposited during the final week (each coupon good for five votes).

121,907 Votes

When the votes were counted and added to the previous tallies it was found that Mrs. McBride was the winner with 19,390 votes. In all there was a total of 121,907 votes cast; 80,382 were from newspaper coupons and 41,522 were store ballots.

The amazing thing to me was that enough people were interested in this contest to cut out and send in the coupons from in excess of 16,000 newspapers. While the 41,522 in votes from purchases may not seem too impressive, it must be borne in mind that you can't get everybody making a purchase to take the time and trouble to vote. However, we know that the contest was a factor in a great many sales.

I doubt if the value of a contest of this kind can be measured in dollars and cents, at least in immediate sales. However, we were anxious to put some dramatic promotion back of the idea of owning a dishwasher and disposer. These items have been showing some pretty important gains for us; in fact, we have had a larger increase in volume here than in any other department of our business (over 100 percent for 1951). And December was no exception, showing a tremendous increase for these items over December of a year ago.

Also, we experienced a marked increase in our small appliance sales over the same period of a year ago. This increase was very noticeable during the last two weeks of the contest, which fortunately was a good time for Christmas buying.

End



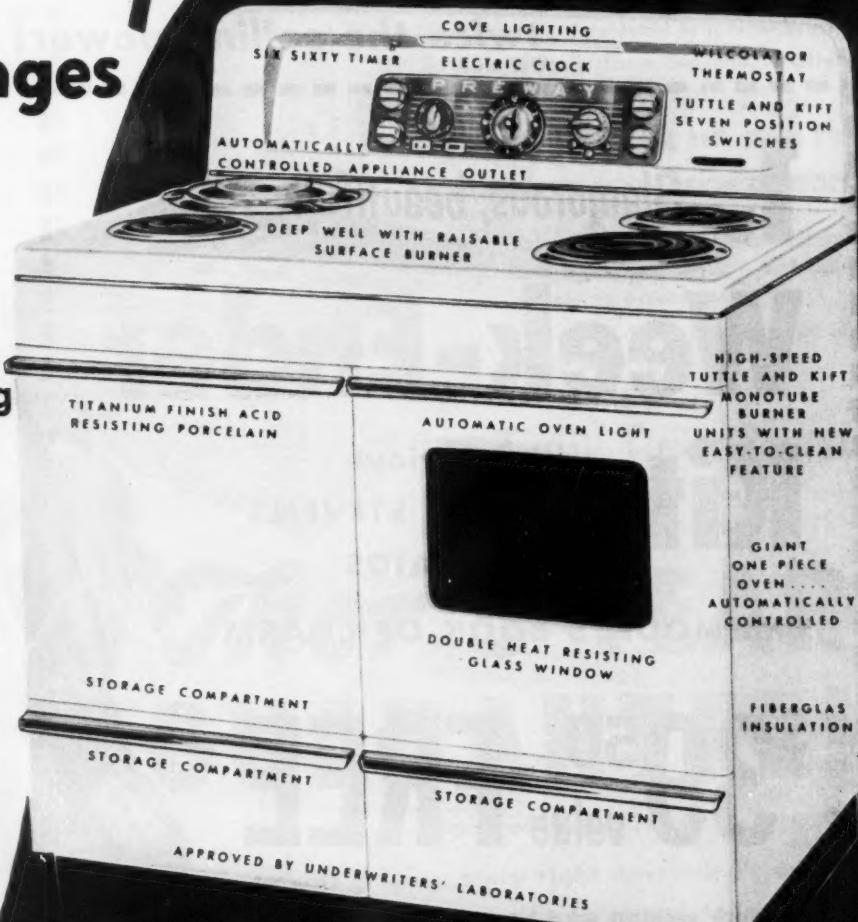
Set the stage for SALES with

Preway Electric Ranges

the greatest
dollar value in
appliance merchandising

Take a long, thoughtful look at the specifications that plainly tell you how Preway ranges are built. This aggressive line is solidly engineered for sound, productive merchandising. As you can clearly see, it is the equal of ranges priced \$100 or more above it.

You, too, can profitably exploit this competitive advantage . . . just as hundreds of alert dealers already are doing. Why not investigate the business opportunity of the decade offered by America's fastest-growing manufacturer of major home appliances. Phone, wire or write today.



PRENTISS WABERS PRODUCTS CO.
9452 SECOND STREET, NORTH, WISCONSIN RAPIDS, WIS.

Thor does it again-for

Even more terrific than last year's spectacular
Bushel and a Peck promotion!

Thor BEAUTY

Reg. U. S. Pat. Off.

twice the selling power!

1. Glamorous, beautifully fitted

Week-Ender

Kit

with luxurious
PATRICIA STEVENS
BEAUTY AIDS

and **MODEL'S BOOK OF CHARM**

\$39⁵⁰ value **FREE**

to every woman who buys any Thor washer!



selected *Thor* dealers!

Again—Thor Franchised dealers have the
hottest selling campaign in the business!

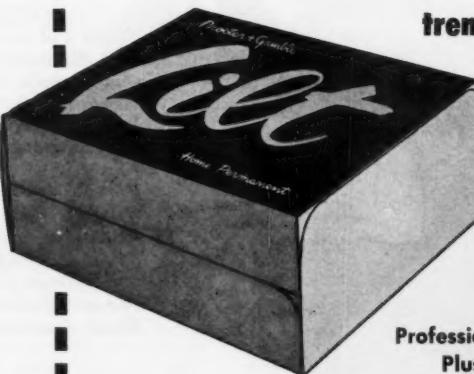
PROMOTION

2. a Procter
& Gamble

Lilt
home
permanent
wave kit

complete with plastic curlers
\$2.25 value **FREE**

To every woman who merely watches
a 10-MINUTE DEMONSTRATION of
any Thor Washer!



No Woman Who's Even Remotely Interested in a New Washer
Will Be Able to Resist These Sensational Offers!

Nobody will miss this
tremendous advertising support!

Full-page newspaper ads—full color
and black and white—in leading
marketing areas!

Full-page—full color ads in **LIFE** and
AMERICAN WEEKLY!

Terrific Tie-in Package

Professional Window Trimming for Thor Dealers
Plus—The Persuasive Selling Power of the

Thor 5-YEAR GUARANTEE!

The Final Convincer That Clinches the Sale!

For the payoff at your store right now—don't wait—
Call your Thor Distributor Salesman today!

Thor CORPORATION, Chicago 50, Illinois

The sky's your limit ... with these two lines

1. THE WASHLINE is your market . . . 50,000,000 women strong (or, rather, weak).

With fifty million women still using washlines—but not liking it—there's a tremendous billion dollar market for automatic dryers that's just waiting to be tapped! And now's the time for you to get your share by moving in with one of the best known names in the home laundry field—Lovell.

You can become a dryer sales expert quickly and easily with the help of the "sales line" for the Lovell drying unit (see below). So get a good grip on the washline and Lovell's sales line, and you're on your way up!

(Although dryers are now in short supply, Lovell is producing all the drying units that government restrictions on materials will permit. Lovell introduced a dryer more than 11 years ago; today Lovell makes tumble-type electric and gas drying units for APEX, BARTON, CONOLON, THOR, DEXTER, HORTON and others.)

2. THE SALES LINE for the Lovell Drying Unit is your key to the market.

Single dial control provides:

1. Automatic shut-off. No time guessing.
2. Complete temperature range for any dryness or type of fabric.

New "SUN-ARC" infrared heating element has three times more heating area, purifies clothes, dries them more gently.

Easy-to-unload door is extra large, swings open all the way. Allows full visibility inside.

Easy-to-clean lint trap.

Safety by-pass prevents clogging if user fails to empty lint trap. Outdoor humidity-vent can be easily connected at rear, if desired. Vacuum drying system preheats air, costs less to operate. Reduces accumulation of lint inside dryer.

Air-cooled cabinet allows easy access for cleaning or repairs.

Handy clean-out duct to remove bobby pins, sand, other small objects.



America's newest household blessing

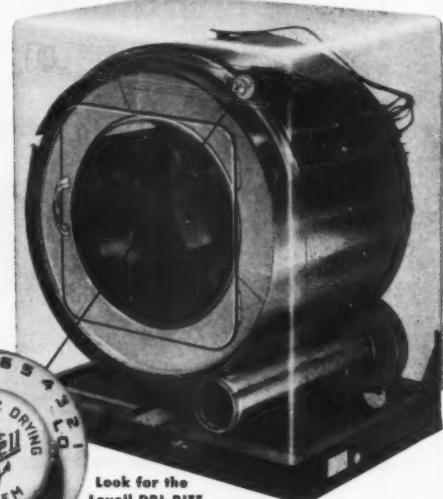
**ELECTRIC
AND GAS DRYING UNITS**

LOVELL MANUFACTURING COMPANY • ERIE, PA.

Also makers of famous Lovell Pressure Cleansing Wringers



Look for the
Lovell DRI-RITE
single dial control



NEW PRODUCTS



ANNA A. NOONE



G-E Sink

General Electric Co., Louisville, Ky.

Device: No. SE-113 electric sink with front-opening, top-loading automatic dishwasher.

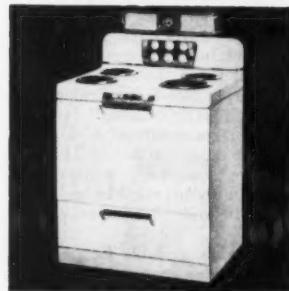
Selling Features: Contained in one compact, modern cabinet, provides new system of internal plumbing which simplifies installation in new and remodelled homes; dishwasher washes up to 100 pieces in 30 min.; dishes are automatically pre-rinsed, washed, double rinsed and fan-dried; 48 in. wide, 25 in. deep, 36 in. high; swing-type faucet assembly provided; sink drain opening sized for easy, inexpensive installation of garbage disposer; removable enameled shelves below sink bowl provide storage space for detergents, etc.

Price: \$469.95.

Electrical Merchandising, Apr. 1952

upper racking basket holds up to 50 percent more including stemware, ash trays, coasters, etc.; cutlery basket is vinyl covered, curved to hang on outer rim of rack, holds service for 6; electric sink may be plumbed to single drain where code permits or to a double drain; for installation and service the under-sink compartment housing mechanism is larger; larger cut-outs are provided in floor, and front panel is removable.

Electrical Merchandising, Apr. 1952



LECTRO-HOST Ranges

A. J. Lindemann & Heverson Co., Milwaukee, 15, Wis.

Models: 2 new ranges: Deluxe 30-in. and 40-in. Lectro-Host No. 8941.

Selling Features: Deluxe 30 range No. 5830-D with full width oven, features automatic time control, automatic preheat oven temperature control, interval timer, Monotube surface units with 7-heat switches and signal light; Super "5000" oven has waist-high smokeless broiler unit recessed into oven top; concealed lower unit; porcelain enameled broiler pan and tray; convenient range lamp; appliance outlet; giant storage drawer; automatic oven light; occupies 30x25 in. floor space; cooking top 30x22½ in. Surface units consist of three 8-in. 1100 watt units and one 10-in. 1900 watt unit.



YOUNGSTOWN Dishwashers

Youngstown Kitchens Div., Mullins Mfg. Corp., Warren, O.

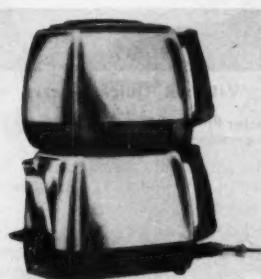
Models: Youngstown Kitchens Jet-Tower dishwashers for 1952.

Selling Features: Hydro-Electric control, an operating system that employs electricity and water pressure to insure positive action in each phase of the 9½ min. wash-rinse cycle; horizontal embossings across front panel of 48-in. electric sink and the 27-in. dishwasher give units a lower, streamlined appearance; flat porcelain enameled lid provides extra work surface; rinse spray is extra equipment;

No. 8941 range occupies floor space of 40x25 in., cooking top 40x22½ in., equipped with automatic time control and electric clock; duo-cook; Vari-Speed switches, interval timer; range lamp; automatic preheat oven temperature control; automatic oven light; Super "5000" oven with waist-high smokeless broiler; porcelain broiler pan and tray; Monotube units include two 8-in., 1100 watt and 1 10-in. 1900 watt unit in addition to 10-½-in. 1100 watt duo-cook surface unit signal light appliance outlet and porcelain enameled exterior.

Prices: Deluxe 30, \$222.95; No. 8941, \$279.95.

Electrical Merchandising, Apr. 1952



DULANE Coffyryte

Dulane Inc., 8550 W. Grand Ave., River Grove, Ill.

Device: Coffyryte automatic drip coffee maker.

Selling Features: Upper brewing bowl contains element, when water reaches proper brewing temperature, a special breather valve opens allowing water to drip through coffee grounds which are placed in a rectangular aluminum strainer which snaps onto under side of brewing bowl; cold or hot water may be poured into brewing unit but valve opens only when water reaches correct temperature; brews 4 to 10 cups; thermostatic heating element in server draws 125 watts maintains coffee in a pre-heated bowl at any desired serving temperature from 120 to 190 degs.; server has dripless pouring spout; cord plugs into serving unit and an embedded shockproof connection in handles carries current to brewing bowl which draws 950 watts; easy-grip handle makes it easy to remove warm brewing-bowl from server; chrome finish with dark brown trim and handles.

Price: \$37.95.

Electrical Merchandising, Apr. 1952



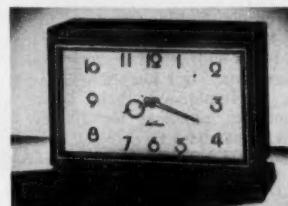
BENDIX Washer

Bendix Home Appliances Div., Avco Mfg. Corp., South Bend, 21, Ind.

Model: New Bendix automatic washer "Snow White", G-314.

Selling Features: A tumble action model has "Magic Heater" which keeps wash water hot and makes it hotter; rod immersion type, 1200 watt heater has been added without basic design changes, and raises temperature of wash water from 10 to 15 degs. if water was 120 to 130 degs. on entering washer; water entering washer at 145 degs. or above will not drop below sanitizing temperature during wash cycle; new dial on top has 2 positions, "hot" and "warm"; when turned to "hot" the heater functions, but only during the washing cycles; suspended timing device stops timer until washer is filled—without it time of wash cycle could be curtailed in areas where water pressure is low.

Electrical Merchandising, Apr. 1952



SETH THOMAS Clock

Seth Thomas Clocks Div., General Time Instruments Corp., Thomaston, Conn.

Model: Fieldston desk or mantle clock.

Selling Features: Modern design, styled to meet trend to smaller roomed homes; mahogany finished cabinet; 16K gold leaf front decor; mellow hour and half-hour chime strike; metal dial in mat silverplate with numerals in polished brass.

Price: \$35.

Electrical Merchandising, Apr. 1952



WESTINGHOUSE Refrigerators

Westinghouse Electric Corp.,
Mansfield, O.

Models: 4 Frost-Free automatic defrosting models and 4 conventional models.

Selling Features: Frost Free (automatic defrost model DFD-104 has 10½-cu.-ft. capacity; full-width freeze chest holds 4½ lbs. food, self-closing door can be used as loading shelf; 3 anodized aluminum Handiout trays; covered, sliding drawer Meat Keeper has chrome-finished trivet in bottom for air circulation around meat; Butter Keeper above freeze chest holds ½-lb. butter at spreading temperature; equipped with covered plastic dish; 2 aluminum Humidrawers hold ½ bu. vegetables, slide on plastic glides; 3 shelves in door-top shelf has metal guard to prevent tall bottles from tipping; 3 removable Egg Keepers on inner door hold 6 eggs each; main food compartment has space for 20 qt. milk bottles, anodized aluminum shelves.

DFD-75, 7½-cu.-ft. Frost Free model has all extra features of above model including Butter Keeper, ½-bu. Humidrawer; an egg shelf and door shelves; 32-lb. freeze chest and space for 12 qts. milk.

Other Frost Free models include DFD-84 and a companion FD-84. Has all features of DFD-104 except it is 2 cu. ft. smaller.

DD-11, conventional refrigerator-freezer combination, has 11-cu.-ft. capacity; a 46-lb. freezer chest; full-width storage tray holds 150 ice cubes and 24 lbs. frozen food; deluxe type Meat Keeper holds 16 lbs; 3 Humidrawers hold ½ bu. vegetables; provision for 20 qts. milk; 3 Handiout trays.

DD-8, similar to DD-11 in 8-cu.-ft. size stores 42 lbs. food and ice; has full-width storage tray; Butter Keeper; Humidrawer of ½-bu. capacity; 2 shelves in door plus egg shelf.

2 Vertical Freeze Chest models SD-8 and HD-6 complete line; SD-8 has 8-cu.-ft. capacity and 22 lbs. frozen storage; moonstone glass meat storage tray holds 12 lbs.; ½-bu. Humidrawer. HD-6, 6-cu.-ft. model has 16 lb. freeze chest; aluminum meat tray; 2 Selecto-ice cube trays and space for 8 qts. milk.

Other features include Dulux exterior; acid resistant porcelain titanium enamel interior; plasticized vinyl door gaskets; new chrome-finished, 3-way door handle set at 30 deg. angle; deluxe models fea-

NEW PRODUCTS

ture a door-width band of chrome behind handle; arctic blue and gold on freeze chest door, Meat Keeper and Humidrawers; blue and white Egg Keepers and plastic shelves in door.

Prices: DFD-104, \$449.95; DFD-75, \$319.95; DFD-84, \$399.95; FD-84, \$359.95; DD-11, \$379.95; DD-8, \$274.95; SD-8, \$249.95; HD-6, \$214.95.

Electrical Merchandising, Apr. '52



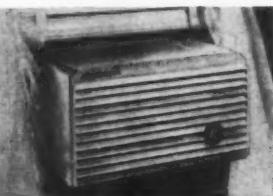
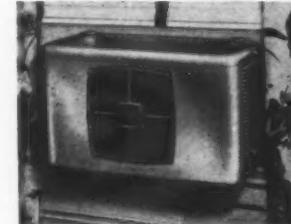
VICTOR Quickfreezers

Victor Products Corp.,
Hagerstown, Md.

Models: Victor Quickfreezers in 8-, 10-, 14-, 19- and 21½-cu.-ft. capacities.

Selling Features: Completely equipped interiors include 5 containers for left-over foods in specially designed basket; removable deep storage baskets; ice cube tray with shallow utility basket; adjustable dividers; an alarm system; blue and gold plastic grille easily removed for cleaning condenser; counter-balanced lid with interior automatic light; built-in lock; 2 keys; separate freezing compartment.

Electrical Merchandising, Apr. 1952



HAMILTON Dryers

Hamilton Mfg. Corp.,
Two Rivers, Wis.

Models: New features on Hamilton automatic electric and gas dryers include easy installation and a 130-min. timer.

Selling Features: Hi-power exhaust system simplifies installation, eliminates lint and moisture problems—radial-type exhaust fan gives same fast drying action whether exhaust is diffused into room or carried outdoors, exhaust makes 2 passes through new punched steel (not wire) line-control, which is twice as large as formerly; new exhaust guide permits diffusion of exhaust into laundry in any direction—upward, right or left.

No. 8, "The Professional," ¾-h.p. model for professional or business offices, large bedrooms, moderate sized living rooms same cabinet and grille features as No. 6.

No. 10, "The Director," console, 1 h.p. for large rooms or severe conditions; heating optional, as well as cooling for 4-season cooling; mahogany or blonde wood cabinets.

No. 12, "The Overton" 1½-h.p. capacity has same cabinet as No. 10.

Leader models in 1- and 1½-h.p. sizes, for lower-cost, remote or built-in installations identical to models 10 and 12 without wood cabinet.

All models available for a.c. or d.c. All models ventilate, filter, circulate, cool, dehumidify and eliminate noise.

Electrical Merchandising, Apr. 1952

Electric model can be installed to operate on 220- or 110-volts. Line also includes 2 gas models—a deluxe automatic "matchless ignition" model and a standard model which is automatic once lit.

Other features include: new heat-resistant plastic ring around loading porthole; Sun-E-Day lamp; Armclo zincgrip steel revolving drum; Dulux baked enamel finish.

Electrical Merchandising, Apr. 1952



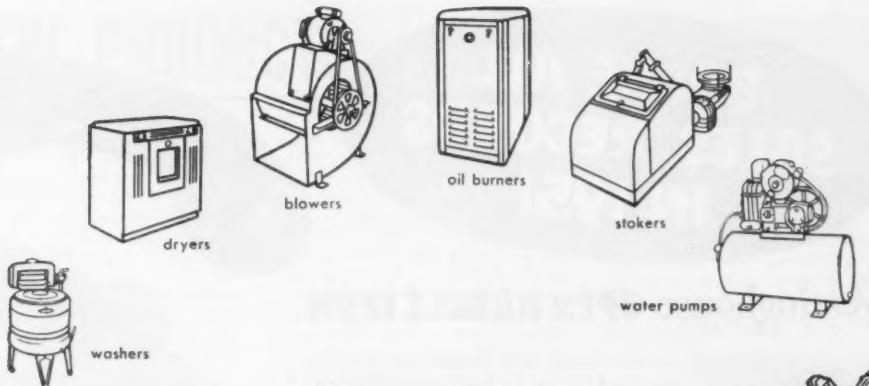
ASTRAL Refrigerators

Astral Industries, Inc.,
Northvale, N. J.

Device: Astral portable refrigerator.

Selling Features: Suitable for use in kitchen, rumpus room, bedroom or can be transported from place to place; weighs about 60 lbs.; operates on a.c. or d.c., any cycle—6, 12, 24, 32, 110 or 220 volts; also obtainable in dual voltage, that is a combination of any low voltage with either 110 or 220 volts; available in blond mahogany and walnut finishes as well as white; approximately 2 ft. square; can be hung on wall; no moving parts; operates on absorption principle.

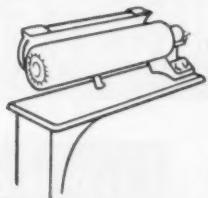
Electrical Merchandising, Apr. 1952



If your product is here . . .



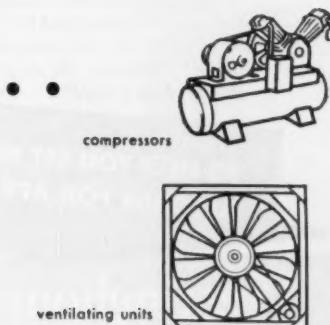
dishwasher



ironers



cream separators



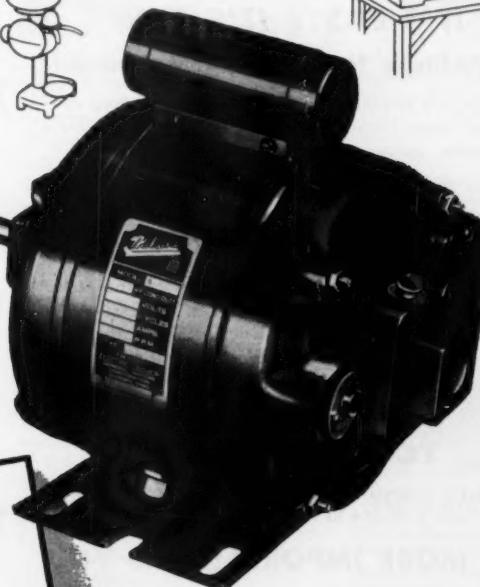
ventilating units



bench tools

your motor is

here!



Packard fractional horsepower motors offer advantages that the careful buyer cannot afford to overlook. There's a 35-year success story behind each Packard motor.

Packard
REG. U. S. PAT. OFF.
TRADE MARK



Packard Electric Division, General Motors Corporation
Warren, Ohio

DEPENDABLE APPLIANCE MOTORS FOR THIRTY-FIVE YEARS

**BROKE ALL
SALES RECORDS
IN 1951**

Westinghouse OPEN HANDLE IRON

Retailers all over the country have chalked up new sales records—by telling and selling the Easy Ironing Demonstration Story. Time and time again, these retailers have proved "Whenever the story is told, the Westinghouse Open Handle Iron is sold!"

TO HELP YOU SET NEW SALES
RECORDS FOR APRIL & MAY

Westinghouse ANNOUNCES A **SALES BOOSTER CONTEST!**

IT'S EASY! IT'S FUN!

It's Profitable for you and your Personnel!

To help your salespeople tell the *Open Handle Iron* story and sell more irons for you, Westinghouse presents a brand-new, unique word game called the

CROSS FEATURE PUZZLE

The solution of this puzzle is provided by the major features of the *Open Handle Iron*. You can easily spot these features by reading the "Easier Ironing" story contained in the Cross Feature Puzzle Folder. It's as easy as that! It's fun—and a quick, sure way for you and your salespeople to become *Open Handle Iron* experts.

YOU CAN'T LOSE!

By entering yourself and your salespeople in this contest you all have a chance to win prizes.

BUT MORE IMPORTANT TO YOU

You'll win *more sales*—because every contestant in your store will know the story and how to tell it better.

CALL YOUR WESTINGHOUSE DISTRIBUTOR TODAY AND GET YOUR CROSS FEATURE PUZZLE FOLDERS AND CONTEST ENTRY BLANKS...DON'T DELAY. ALL ENTRIES MUST BE POSTMARKED NOT LATER THAN MAY 15.

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, Ohio

See TV's Top Dramatic Show . . . WESTINGHOUSE STUDIO ONE . . . Every Week



25 1st PRIZES — Each of the 25 Top Winners gets this Complete Set of 6 Westinghouse Electric Housewares

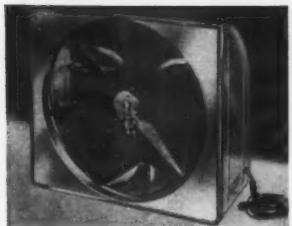


RETAIL VALUE OVER \$2000.00

100 2nd PRIZES — An Open Handle Iron will be awarded to each of the 100 Second Place Winners



YOU CAN BE SURE . . . IF IT'S **Westinghouse**



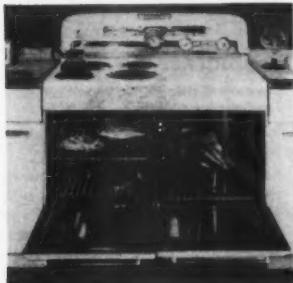
REX-AIRATE Fan

Air Controls Inc.,
2310 Superior Ave.,
Cleveland, 14, Ohio

Model: "Headliner" fan for window and attic cooling.

Selling Features: Built to meet need created by new 5 and 6 room homes; placed in window or in attic, will cool home, office or apartment; 28-in. blade assembly includes sliding brackets for quick window installation; 9-ft. extension cord with built-in switch; reversing switch for intake or exhaust; wire mesh safety grille on "indoor" side for protection; $\frac{1}{2}$ h.p. split-phase motor with overload protection; Hammerloid baked enamel finish.

Electrical Merchandising, Apr. 1952



MURRAY Ranges

The Murray Corp. of America, Home Appliance Div., Scranton, 2, Penna.

Models: 8 new 1952 Murray ranges. **Selling Features:** New automatic "Supreme" model EB-76 range has 2 "Jumbo" ovens, each 17x18x20 in.; equipped with a 3000-watt broiling unit and a 2200-watt baking unit, and a 200-watt top unit for baking and browning; seamless waterfall front designed; four 7-heat Monotube surface units, two 2100-watts and two 1200-watts; color-controlled push-button panel; equipped with precision thermostats; full Fiberglas insulations; high gloss titanium Porce-Lux finish on top, front and sides; indicator lights for broiling, baking and surface units; clock with automatic oven timer and appliance outlet; automatic preheat type thermostat for right hand oven; accurate pre-heat thermostat control for left-hand oven; 2 plug-in receptacles for small appliances, one automatically timed; 60-min. interval timer with audible bell signal; all controls mounted within easy reach on backguard beneath built-in fluorescent lamp; 2 extra deep roomy storage drawers on nylon rollers; smokeless broiler pan.

Other ranges in line include 20-in. Rangette with 3 surface units (EB-50), a 36-in. grouped top util-

NEW PRODUCTS

ity model with 4 surface units (EB-60); a companion to EB-60 with divided top (EB-62) (both have redesigned storage compartments). Four 40-in. models in addition to double oven "Supreme"; Standard (EB-70) has new storage drawers on nylon rollers; deluxe (EB-72) has electric clock, interval timer and fluorescent backguard lamp; single-oven "Supreme" with non-fogging oven window and rotary switches (EB-74); and a second single-oven "Supreme" (EB-75) with oven window and color control panel.

Price: EB-76, \$410.

Electrical Merchandising, Apr. 1952



WEST BEND Ovenette

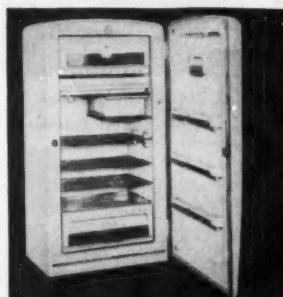
West Bend Aluminum Co.,
West Bend, Wis.

Device: Ovenette No. 5367E.

Selling Features: Self-contained baking and roasting appliance; 700-watt a.c. element in chrome and stainless steel base; accessories include 13-pieces: 7 muffin cups, roasting pan or casserole; cake pan, pie pan and baking rack.

Price: \$16.95.

Electrical Merchandising, Apr. 1952



COOLERATOR Refrigerators

Coolerator Co., Duluth, Minn.

Models: 7 new Coolerator refrigerators, 3 feature automatic defrost.

Selling Features: Automatic defrost takes place at regular daily intervals, employing heating coils which apply fast heat directly to points of frost accumulation on evaporator; defrost moisture is dispensed in a sanitary glass container located inside refrigerator.

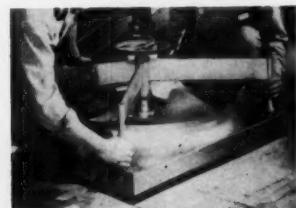
Top model 2-door RTA-119, has separate 75-lb. zero cold freezer compartment plus deluxe refrigerated section with automatic defrost; a combination cold-wall and cold-

plate system provides controlled moist cold; 20 $\frac{1}{2}$ -sq.-ft. shelf area; oversized Crisp-O-Lator.

2 Deluxe models RDA-98 and RDA-117 also feature automatic defrost, have handy shelves in door; egg racks, butter conditioners; de luxe shelves; tilt-up shelves; oversize Crisp-O-Lators; Meat Keepers; full width freezer compartments that hold over 50 lbs. RDA-89 has 9.8-cu.-ft.; RA-107, 107-cu.-ft.

Space-saver model RA-82 has 8.3-cu.-ft. capacity in cabinet only 24 $\frac{1}{2}$ in. wide. Companion model RA-86 deluxe 8.1-cu.-ft. space-saver, has full width freezer compartment; Meat Keeper; Chill-R-Ator shelf; Butter Keeper; giant Crisp-O-Lator; adjustable shelving. Prices: From \$499.95 for top model RTA-119, to \$279.95 for RA-86.

Electrical Merchandising, Apr. 1952



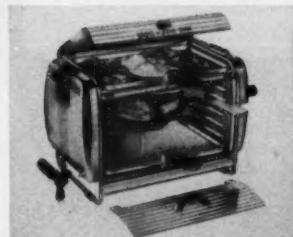
R & M Attic Fan

Robbins & Myers Inc.,
387 S. Front St.,
Memphis, Tenn.

Device: R & M package attic fan.

Selling Features: Vertical discharge unit measures around 3 ft. square; projects 17 $\frac{1}{2}$ in. above attic floor; suitable for use over narrow hallways, in low attics; can be used over the kitchen or other rooms depending on construction; fan unit rests on attic floor—no screws or bolts required to hold it in place; rubber bases provide air seal and cushion between fan frame and attic floor; an improved ceiling shutter opens and closes automatically as fan is turned on or off; ivory baked enamel shutter and trim; 4750 and 6800 cfm capacities.

Electrical Merchandising, Apr. 1952



BROIL-QUIK Broiler-Rotisserie

Broil-Quik Co., 2330 Fifth Ave.,
New York, 37, N. Y.

Device: Broil-Quik Chef.

Selling Features: Broils, roasts, barbecues, grills, fries; a family size

aluminum pan with detachable handle for grilling, frying etc; rotisserie unit comprises a spit and skewer which is revolved automatically at a fixed speed by a.c. motor; detachable, non-breakable spatter shield of chromeplated steel; removing spit and skewer transforms appliances into a broiler with 6 levels for broiling from rare to well done; Kool-grip handle on broiling pan folds when not in use; open front gives out-door grilled flavor; triple chrome plated steel. Price: \$59.95.

Electrical Merchandising, Apr. 1952



KISCO Deodorizer

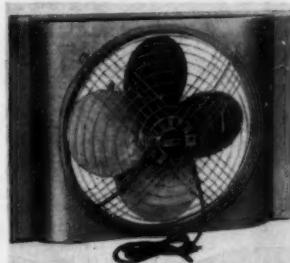
Kisco Co., Inc., 2400-40 DeKalb St.,
St. Louis, 4, Mo.

Device: Kisco Vitozone deodorizer.

Selling Features: Equipped with Westinghouse Odorout lamp which generates ultra violet rays, converts normal oxygen into ozone, which kills unpleasant odors, leaving air fresh and sweet smelling; available in 2 capacities: V-1 equipped with one lamp for areas up to 1000 cu. ft.; V-2 with 2 lamps for up to 1800 cu. ft.; eggshell finish, 8 $\frac{1}{2}$ x5 $\frac{1}{2}$ x3 in.

Price: V-1, \$7.95; V-2, \$10.95.

Electrical Merchandising, Apr. 1952



FRESH-AIR MAKER Fan

Schwitzer-Cummins Co., 1125 Massachusetts Ave., Indianapolis 7, Ind.

Device: Fresh-Air Maker 20-in. adjustable and reversible window fan, NO. RW-20.

Selling Features: With reversible motor it can be used for night cooling to drive out spent air or bring fresh air in at flick of switch; delivers 2300 cfm at top speed and 1900 cfm at low; 20-in. fan diam, 24 in. high; adjustable wing panels expand from 29 $\frac{1}{2}$ to 36 in. 1/12 h.p. 2-speed, shaded pole a.c. motor; easy to install and operate; rubber mounted fan blade assembly; integral screen and motor mounting; gray hammetone baked enamel finish on steel.

Electrical Merchandising, Apr. 1952

For Mother's Day... June Brides

FEATURE Fri-Well FOR FASTER TURNOVER



GET ON THE BANDWAGON
with America's
FASTEST SELLING DEEP-FRYER!

Fri-Well Selling Points for You!

- ★ **Famous "Signaling Chef"** thermostat automatically assures right cooking temperature for perfect results every time.
- ★ **Higher Wattage** for quicker heating and quicker heat recovery—an absolute essential for best deep-frying results.
- ★ **Monotube Heating** through three sides for quicker, cooler cooking... even browning.
- ★ **Larger Capacity**—deep-fries six portions at once. No scorching or burning. Excess food particles settle in special "Cold-Well" for easy removal.
- ★ **More Economical**—the Fri-Well uses only three pounds of shortening which is re-usable many times.
- ★ **Guaranteed**—full year guarantee, backed by the famous Dormeyer Service Stations for your customers' complete protection.



Exciting New Cook Book!

DORMEYER

Dormeyer Company • 4000 N. Milwaukee Avenue • Chicago 30, Ill.

NEW PRODUCTS



REVCO Freezers

Revco Inc., Dearfield, Mich.

Models: New Deluxe series in 1952 Chill Chest food freezer line.

Selling Features: Line includes 8, 15 and 23 cu. ft. models; No. FF-152, 15-cu.-ft. model, illustrated, holds 525 lbs. frozen food; 15-cu.-ft. and 23-cu.-ft. models have separate sections for fast freezing up to 73 lbs. and 130 lbs. respectively; signal light system; temperature ranges from zero to 20 degs. below in fast freezing compartment; counter-balanced lids; convenient food baskets; automatic lid light and frost-free seal zone are other features.

Electrical Merchandising, Apr. 1952

ER-3 has same features as ER-3D with a single oven.

ER-2, has standard control panel, lamp and oven-timer accessories at extra cost; deep-well cooker; over size storage compartment.

ER-13, 21 in. model has 4 surface units; automatic preheat cut-off; lamp and oven-timer extra.

ER-1, 21 in. model with 3 surface units, lamp and oven timer accessories extra.

Price: ER-2, \$269.95 (lamp and oven-timer control at \$18 extra). Electrical Merchandising, Apr. 1952



QUICFREZ Refrigerators

Sanitary Refrigerator Co., Fond du Lac, Wis.

Models: 4 new Quicfrez refrigerators.

Selling Features: Deluxe 7.4-cu.-ft. model No. H741DC, has a new Handi-Dor with 3 shelves; cold to floor refrigeration; full-width freezer chest holds 32 lbs.; full-width crisper drawer; special dual-position Quic-Chill tray; 3 Free-Eze ice-cube trays; rust-proof, removable shelves with adjustable sectional shelf; automatic interior light; 11-pt. cold control; color-styled interior; easy-operating door latch.

Other models in line are H721SC, H601DC and H552SC, with 7.2-cu.-ft., 6-cu.-ft., and 5.5-cu.-ft. capacities respectively.

2-cu.-ft. model features cold to floor; full-width 32 lb. freezing



KELVINATOR Ranges

Kelvinator Div., Nash-Kelvinator Corp., Detroit, 32, Mich.

Models: 1952 line of 8 ranges features the addition of a double-oven model ER-2 at single oven price.

Selling Features: ER-3D, 40-in. range with 2 ovens has standard control panel; lamp and oven timer accessory at extra cost; deep-well cooker; over-size storage compartment and full-width drawer; right-hand oven measures 17x17x194 in. and left hand oven 17x14x194 in.

ER-9D, double-oven has deluxe control panel, automatic cook clock control; "colormatic" controls with colored lights; top-light, minute-timer, full-width storage drawer.

ER-9, Deluxe model has all features of ER-9D with single oven and warming compartment.

ER-7, has deluxe control panel, electric clock oven control; top light; minute-timer; deep-well cooker with "up-down" unit; oven-size storage compartment and full-width drawer.



compartment. 6-cu.-ft. model has full-width freezer chest; compact 5.5-cu.-ft. model, has large capacity and small floor space, 384 in. high, 24 in. wide, 28 in. deep.

Prices: From \$199.95 for 5.5 model to \$234.50 for Deluxe 7.4-cu.-ft. model.

Electrical Merchandising, Apr. 1952



COOLERATOR Ranges

The Coolerator Co., Duluth, Minn.

Models: 8 new Coolerator ranges.

Selling Features: New radiant wall ovens provide more room in oven and more even baking temperatures. Two double-oven models, HA-20 and HA-17, head of line HA-20 has a large radiant wall oven and a smaller Economy oven; 7-heat color guide Push-A-Button controls; new Quik-lift Well-E-Vator deepwell cooker in down position or a fast 2100 watt surface unit in up position; automatically times cooking operations in oven, deepwell cooker or appliance outlet; other features include automatic preheat; minute sentry-timer from 1 to 60 min. and fluorescent illuminator.

HA-17 has same ovens as HA-20, 2 giant and two 6-in. surface units with 7-heat rotary switches.

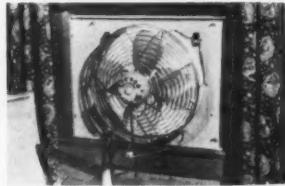
HA-19 has all features of RA-20 except in place of Economy oven it has a warmer drawer. HA-18 has many features of HA-19.

Two low-priced full-sized models HA-16 and HA-16 have 2 regular surface units a giant-sized unit and a deepwell cooker. HA-16 has an electric timer which automatically controls oven and appliance outlet.

Apartment models HA-12 and HA-14 are 20 in. wide; have king-size oven; rotary controls to dial exact cooking speeds; infra-red broiler; HA-14 has 4 surface units, HA-12, 3 units.

All models have titanium porcelain tops; reversible and interchangeable side panels; streamlined. **Prices:** From \$439.95 for MA-20, to \$174.95 for HA-12.

Electrical Merchandising, Apr. 1952



WESTINGHOUSE Fans

Westinghouse Electric Corp.,
653 Page Blvd., Springfield 2, Mass.

Models: Two new double-duty fans highlight the 10-model 1952 fan line.

Selling Features: A 16-in. combination window ventilating and portable desk fan No. 16WF, can be used as a window exhaust fan or snapped out of its panel for use as a portable fan; exhausts up to 1260

cfm; installation for exhaust purposes requires only 4 wood screws set in window frame—fan is placed on inner side of window frame, so as not to interfere with normal opening and closing of window sash; steel panel of fan is adjustable for window widths from 24 to 36½ in. When snapped out of its panel and used independently, it can circulate 1630 cfm; beige and chrome finish.

Debonaire 16DA, second of featured fans, is a 16-in. floor model capable of circulating 2700 cfm; can double as coffee table—22 in. high with flat top surface 22 in. diam.; a specially designed Micarta plastic serving tray, 19 in. in diam. available as accessory; 5 curved "air injector rings"; 3 deep-pitched



Micarta blades move air up through fan to a deflecting cone which sends it out through a 4-in. grill surrounding unit; finished in green, grey and chrome. Other fans in line include 3 oscillating desk fans—10, 12 and 16 in. sizes; a 10-in. Debonaire floor fan; a 16 in. Mobilaire; a 10-in. kitchen ventilating fan; a 16 in. Whirlaire long-range air circulator with air-jet vanes with or without adjustable pedestal.

Prices: No. 16WF, \$49.95; No. 16DA, \$54.95, tray, \$9.95; other fans from \$16.95 to \$89.95.

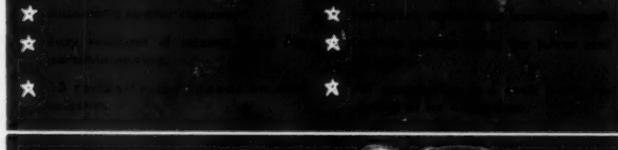
Electrical Merchandising, Apr. 1952

For Mother's Day... June Brides

PUSH THE FEATURE THAT SELLS MIXERS



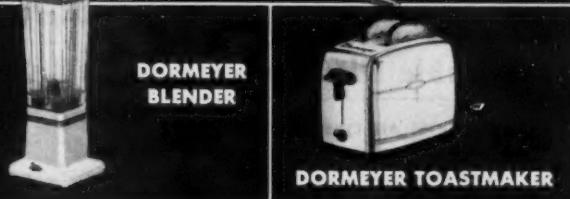
The Famous Dormeyer Food-Fixer



DORMEYER MEAL-MAKER



DORMEYER BLENDER



DORMEYER TOASTMAKER

DORMEYER



USAIRconditioner

Other people sell 'em for you!



"Hot weather doesn't bother us."

People hurry to tell friends how their USAIRco refrigerated window unit keeps the room 20 degrees cooler.



"We feel better!"

After breathing cool, clean, dry air on a muggy day, USAIRco owners are the best salesmen in the world.

USAIRco SALES HELPS BRING CUSTOMERS!

Everything to help you catch and sell hot prospects . . . mats for your ads, powerful window displays, folders, mailing pieces, radio advertising, television spots and signs.

Complete, aggressive USAIRco merchandising program means more sales with less work and expense for you.

USAIRco SERVICE POLICY KEEPS 'EM SOLD

Five-year protection plan cinches a lot of sales for you . . . and keeps your customers happily selling USAIRco window units to their friends.

The sealed-in compressor units on USAIRco

"Costs very little!"

Proud of their USAIRco bargain, your customers begin talking about its advantages the very first day.

"Easy to install."

Few people realize they can have refrigerated air conditioning so quickly, so easily. USAIRco users spread the word.



find out about

Profitable Distributorships Still Open

UNITED STATES AIR CONDITIONING CORPORATION
3380 Como Avenue S. E., Minneapolis 14, Minnesota

Please send me information on the USAIRco merchandising plan for 1952, and on dealerships or distributorship available in my territory.

Name _____

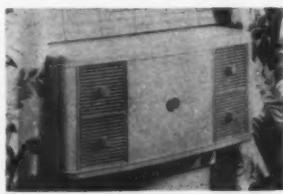
Firm _____

Address _____

City _____

Zone _____ State _____

NEW PRODUCTS



YORK Air Conditioners

York Corp., York, Pa.

Models: Two new window type air conditioners have been added to line: Models 4 and 51.

Selling Features: No. 4, a $\frac{1}{2}$ h.p. unit, protrudes only 10 in. into room; can be installed in almost any type of window; 4-way adjustable air distribution grilles; heavy duty disposable type filters, easy to reach without removing cabinet from mountings; $\frac{1}{2}$ h.p. compressor motor has external starting relay and overload protection.

No. 51, 1-h.p. unit, for large size rooms provides draft-free circulation; easily adjustable rotary grilles; multi-blade disk-type fan; available in 2-tone tan and dark ivory finish. 1-h.p. console type unit No. 41 also available in a veneer cabinet; projection outside window eliminated, permits window closing. Prices: No. 4, \$229.95; No. 51, \$459.95. Other models in line range from \$319.95 to \$990.

Electrical Merchandising, Apr. 1952



HANDYHOT Heating Pads

Chicago Electric Mfg. Co.,
6333 W. 65th St., Chicago, 38, Ill.

Models: Handyhot heating pads No. 2912 deluxe 3-heat with light; No. 2911, standard 3-heat; and No. 2910 economy 3-speed.

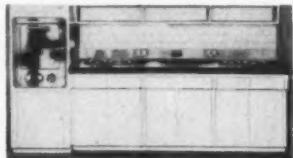
Selling Features: All pads have rubber cord and plug; 14-ft. wire element securely fastened to firm base; No. 2912, deluxe, wet-proof pad; rubber envelope is completely vulcanized, moisture cannot seep into element, 4 thermostats provide heat control throughout pad; 4-position Braille-type indicator; Neon lighted switch: off, high, medium, and low; quilted rayon cover zips off for laundering.

No. 2911, standard model has 3-heats; 2 thermostats; 4-position Braille type switch; flannel cloth cover snaps off for laundering; heat resisting rubber envelope is sewed, not sealed or vulcanized.

No. 2910, economy pad has 2 thermostats; 4-position Braille indicator-switch; rubber envelop encloses pad, sewed-shut; flannel cover snaps off for laundering.

Prices: No. 2912, \$8.95; No. 2911, \$6.75; No. 2910, \$5.65.

Electrical Merchandising, Apr. 1952



L & H Adapto Range

A. J. Lindemann & Hoverson Co.,
Milwaukee, 15, Wis.

Device: L & H Lectro-Host Adapto separate oven and No. 5810-U Adapto separate 2-element surface units.

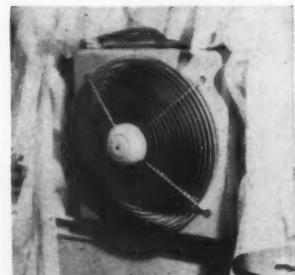
Selling Features: Range oven unit completely equipped with automatic time control and clock, temperature control, interval timer, convenience outlet and oven light, insulated with Fiberglas; stainless steel front and door; may be installed in wall or cabinet.

Separate surface units, each consisting of one 8-in. 1100 watt and one 10-in. 1900 watt Monotube element, with 7-heat switches for installation in cabinet or bar tops, provide versatile built-in cooking facilities for any type of insulation; stainless steel top; available in groups of two.

Unit provides preheat, 4800 watts, bake 1800 and broil 3000 watts; top oven unit 3000 watts, lower unit 1800. Oven size 16 in. wide, 17 in. high, 19 $\frac{1}{4}$ in. deep.

Prices: Cabinet oven unit, \$159.95; 2-surface element unit, \$69.95.

Electrical Merchandising, Apr. 1952



HUNTER Fans

Hunter Fan & Ventilating Co.,
400 S. Front St.,
Memphis, 2, Tenn.

Models: 1952 Hunter window fans in 18- and 22-in. sizes.

Selling Features: 18-in. size delivers 2500 cfm; 22-in. size, 3400 cfm; electrically reversible to cool 2 ways: exhaust or intake; high and low speeds; streamlined cabinet; ivory finish; spiral grille with silver finish; flat silhouette gives minimum projection into room; adjustable side panels fit any standard window.

Electrical Merchandising, Apr. 1952

For the clearest picture of campaign progress...



Rauland PICTURE TUBES

Man, what a year for TV—and TV service profits! The richest menu of regular attractions ever offered to viewers... PLUS the party conventions, the campaign, the elections and inauguration! When viewers need replacement picture tubes, they'll want them fast—and good.

So remember that Rauland alone

offers these replacement profit advantages:

- The *most complete* line of replacement picture tubes... a far better supplement for your regular tube line than a second line of receiver tubes.
- The faster, *surer* installation adjustment made possible by the patented Indicator Ton Trap.

- The dependable, uniform *extra* quality that so many smart service men depend on for assured customer satisfaction.

Remember, Rauland research has developed more "firsts" in picture tube progress since the war than any other maker. And this leadership pays off... in your customers' satisfaction.

THE RAULAND CORPORATION



Perfection Through Research
4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



SURE SALES AND

for the '52 Nominations
Motorola TV presents

6 New Candidates for assured profits!

the people's choice for

WORLD'S FINEST

Auto Selector Switch
Provides 3-way selection
between antenna, picture
and picture out of far from station.

Concentrated Power Chassis
provides dual control for maximum
most dependable performance.

Initial Synchronized Tuning
of both picture and sound, with
the "Target Tuning" selector dial.

value and dependability

FEATURE PLATFORM

Anti-Reflection All-metal
monotube picture tube. Features
flexible height, depth and
tilt picture and sound.

Accurately Tuned Control
offers maximum selectivity
and accuracy of tuning from
long distance.

Convenient Remote Control
and easy-to-read, easy-to-read
Dials and Buttons.

Motorola TV

**SEE THE COMPLETE
1952 LINE TODAY
AT YOUR DISTRIBUTOR**

PROFITS FOR YOU with Motorola TV

"CONVENTION" SERIES



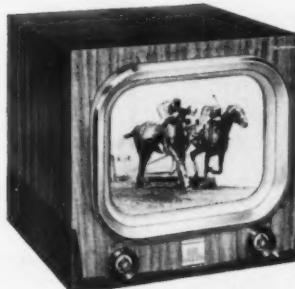
MODEL 17T9E—Ebony Plastic table model, 17 inch screen. Also available in Mahogany MODEL 17T9.



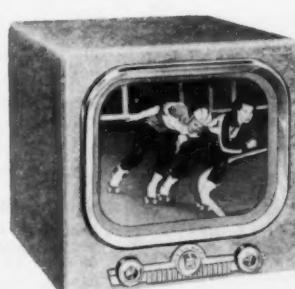
MODEL 17K13—Mahogany console model, exceptionally low priced! Lifesize 17 inch screen.



MODEL 21K3M—Mahogany console, 20" Glare-Guard screen. Also in Walnut MODEL 21K3W, Limed Oak MODEL 21K3B.



MODEL 17T10—Mahogany table model, 17 inch screen.



MODEL 21T1—Mahogany leatherette table model, 20 inch screen. Available in tan leatherette MODEL 21T1B.



MODEL 21T2—Mahogany table model, 20 inch screen. Also in Limed Oak MODEL 21T2B.

VOTED TOPS FOR VALUE, QUALITY, DEPENDABILITY AND PERFORMANCE
Sales Winning NEW LOW PRICES!

MOTOROLA INC. 1909 AUGUSTA AVENUE

**Hottest Sales
and Profit TIP
of the Year
in Air Conditioning!**

Don't try to send a BOY...



to do a MAN'S JOB!



Sell ALL Your Markets...

Sell them RIGHT with



- Prepare to SELL right . . . the *plus* prospects who want the finest in personal air conditioning . . . who need the capacity and flexibility of Remington Consoles.
- INDUSTRY'S MOST COMPLETE LINE of *both* window and console models . . . 70 models . . . from $\frac{1}{2}$ to $1\frac{1}{2}$ HP . . . a model for every prospect need . . . a need for every model . . . yet you need stock **ONLY SIX!**
- Double your sales . . . double your profits . . . by selling the COMPLETE REMINGTON LINE of **BOTH** window and console models!

WRITE for name of your Remington Distributor
TODAY! Remington Air Conditioning,
Division of Remington Corporation,
73 Willey Street, Auburn, N. Y.



AIR CONDITIONING
DIVISION OF REMINGTON CORP.
AUBURN, N. Y.

NEW PRODUCTS



EMERSON-ELECTRIC

Window Fans
The Emerson Electric Mfg. Co.,
St. Louis, Mo.

Models: Emerson-Electric 16-, 20-, 24- and 30-in. window fans.

Selling Features: All models electrically reversible—direction of rotation is reversed at flip of switch, to pull cool night air in or exhaust hot air out; 2-speeds; 16-in. model has 4 balanced, overlapping-type blades; 20-in. model has 3 balanced full-type blades; adjustable panels on 16- and 20-in. models permit quick, easy installation in windows 29- $\frac{1}{2}$ to 36 in. wide; 16-in. model delivers 2000 cfm on high; 20-in. model delivers 3200 cfm.

24- and 30-in. can be installed in lower or upper portion of double-hung windows; equipped with split-phase motors, resiliently mounted; each fan-blade assembly individually balanced, shaped and pitched for quiet, large volume air delivery; 24-in. fan delivers 5000 cfm on high; 30-in. fan delivers 6700 cfm.

Electrical Merchandising, Apr. 1952

ible motors for exhaust and intake; adjustable sliding side panels with 3-wing clover leaf blade; tan grill; chrome trim; designed for top or bottom window installation.

Prices: Fan-Mobile, \$69.95.
Electrical Merchandising, Apr. 1952



SWEDEN Juicer

Sweden Freezer Mfg. Co., 3401
17th Ave., W., Seattle 99, Wash.

Model: No. 3-1 Sweden speed juicer.

Selling Features: Features new Styrene juice bowl and a new "lift-off" basket; spout of bowl redesigned to make cleaning easier; new combination of locknut, basket and stainless steel cutting disc into 1 integral unit makes cleaning and assembling easier; ebony black base, chrome band; $\frac{1}{4}$ h.p. G-E motor; micro-switch operating with redesigned chrome handle prevents motor starting until handle is securely seated; automatic feed with non-bruising juice extraction retains full mineral and vitamin content and retards fermentation.

Electrical Merchandising, Apr. 1952



BERNDT Fans

Berndt Mfg. Corp.,
3050 N. Rockwell St.,
Chicago, 18, Ill.

Models: New portable Fan-Mobile and improved Air King window ventilators.

Selling Features: Fan-Mobile can be used for exhaust and intake; moves from room to room; will ventilate an entire average size apartment or small home; also suitable for use with casement windows; scientifically pitched, balanced 16-in. aluminum blade and ventura design moves air quietly; 3-speed control permits adjustment to exact degree of cooling designed; Hammertone Grey finish, chrome trim.

Air King 20-in. portable, adjustable exhaust window ventilator and Air King 24- and 30-in. window ventilating fans are all now equipped with electrically revers-



ENTERPRISE Ranges

Phillips & Buttriff Mfg. Co.,
Nashville, Tenn.

Models: New line of 1952 Enterprise ranges includes 10 models.

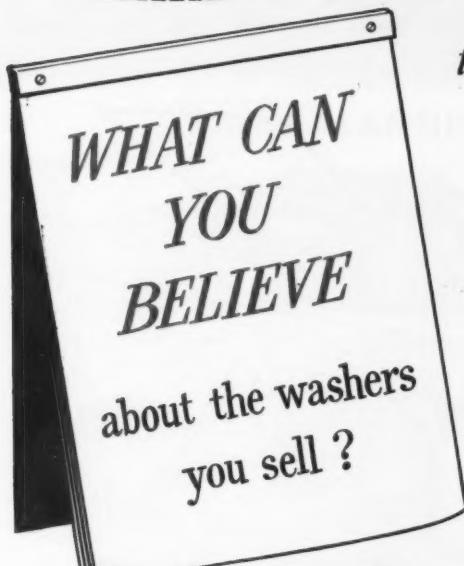
Selling Features: Available in 20-, 30- and 38-in. sizes; a double-oven deluxe with automatic controls heads line; newly designed chrome instrument panels; built-in cooking-top lighting on all deluxe models; automatic indicating lights for top-stove units; full-size, porcelain-welded-to-chassis 1-piece ovens with extra removable bottom for easy cleaning; extra deep smokeless type broilers; white titanium, acid-resistant exterior.

Electrical Merchandising, Apr. 1952



POSITIVE PROOF

that Easy is America's Best Washer Buy!



EASY SPINDRIER

THE LINE FOR YOU IN '52!

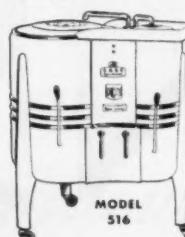
We questioned thousands of women who own post-war Easy Spindriers. Their frank answers confirm everything you've ever known about the Easy Spindrier with just one possible conclusion: It's still far and away the greatest washer value anywhere!

We've made a factual turnover tabulation of this survey. It shows specific comments from owners on every feature of the

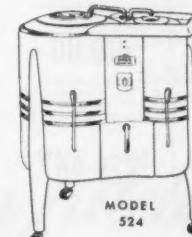
Spindrier. It enables you to answer prospects' questions in women's own language!

Make a date with your Easy representative to give this turn-over presentation to you and your salesmen. It proves once again that the Spindrier is a washer women really like and want! Put it to work for extra dollars of profit! Easy Washing Machine Corporation, Syracuse 1, N. Y.

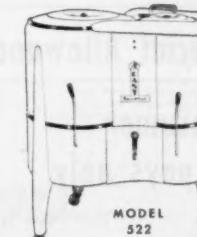
Newest, greatest Model 516 Spindrier with 3-minute Automatic Spin-rinse that changes washday from hard to EASY!



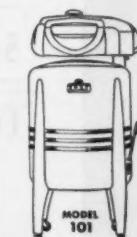
Brand-new Model 524 Spindrier has 2 Swing Faucets, Spiralator Action, Power-Flush Rinse.



Brand-new Model 522 Spindrier has deluxe features, is priced to sell fast.



The best in Wringer! Model 101 is only wringer with Spiralator Washing Action!



Greatest Introductory

SPEARHEAD KITCHEN SALES!

Here's the hottest promotion going—with a double impact in new Jet-Tower Dishwasher sales records now, plus sustained follow-up Youngstown Kitchens sales for months, even years, AHEAD!

Every Dishwasher sale means a prospect is presold for follow-up kitchen sales. And you'll find plenty of chances to get into kitchens and use the Min-A-Kitchen and all your other hard-selling sales tools.

This promotion can even double itself by future tie-in business.

Push the Special \$100 Allowance . . . for big sales now . . . big tie-in sales in the months to come! Contact your Youngstown Kitchens distributor today.

MULLINS MANUFACTURING CORPORATION

WARREN, OHIO

Youngstown Kitchens are sold throughout the World

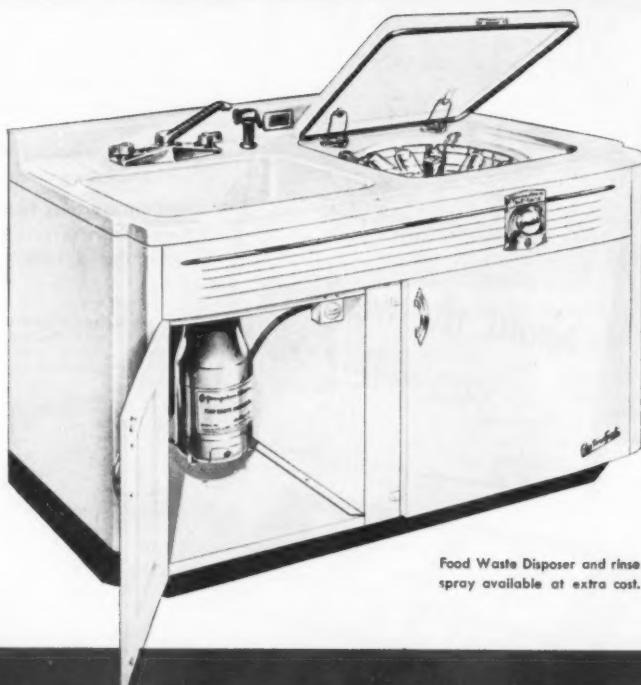


 *Youngstown Kitchens*

48" ELECTRIC SINK

Retail price	\$429.95**
Special Allowance	100.00
Consumer pays only	\$329.95**

**Slightly higher in the West.



Plan of all time!

Now dealers can offer
Special \$100⁰⁰* Allowance

March 15-May 31, 1952—to purchasers of the new 1952



Youngstown Kitchens 48" JET-TOWER DISHWASHER

WITH HYDRO-ELECTRIC CONTROL

who will promise to show and explain it to five friends, neighbors, or relatives

Here's your chance to offer prospects a startling deal—\$100 Allowance on the new 1952 Jet-Tower Dishwasher—the Dishwasher that does a job no man, woman, or other machine can possibly equal! The Dishwasher featuring *exclusive* Hydro-Electric Control which gets the utmost out of every second of time, every drop of water, every bit of detergent!

What's more . . . this promotion brings you five good prospects with every sale . . . *extra* prospects who are already partially sold on Jet-Tower Dishwashing because they have seen it in action!

Get started early. Take advantage of the new markets each purchaser will open up. Then watch sales snowball!

*\$75.00 allowance on the 27" model.

START PLANNING NOW—here's the package . . .



National advertisement blow-up:
Nearly four feet wide. Shows the offer as it appears in leading national magazines.



Display piece: Mount it on your live-display Jet-Tower Dishwasher.



Window banner: Shouts the offer, invites them in.



Well poster: Invites them to ask about it.



Two newspaper ad mats: Tie you in with the terrific offer.



Full-color consumer leaflets:
Tell the whole story of Jet-Tower Dishwashing and Hydro-Electric Control.



Certification forms and instructions: A full pad of each.



Prospect slips: From each sale, five valuable prospects who have seen the Jet-Tower Dishwasher in action.



Five cycle illustrators: Jet-Tower Dishwashing from start to finish clearly dramatized.



Food Waste Disposer folders:
Perfect for telling the Youngstown Kitchens Food Waste Disposer story to get additional tie-in sales.



Youngstown Kitchens

LOOK
SIGNAL'S

NEW
5 YEAR
GUARANTEE
on Desk, Pedestal,
Floor and Window Fans

Sell SIGNAL in '52 . . . Two complete lines—SIGNAL and COOL SPOT—give your customers a wider choice of attractive, *quality-built* models to choose from. Prepare now to cash in on increased consumer demand—put more profit in your pocket with this complete line of . . .

Desk Fans • Pedestal Fans • Window Fans • Exhaust Fans • Floor Fans
Shutter-Attached Vent Fans • Kitchen Vent Fans • Electric Drills
Grinders • Fractional Horsepower Motors



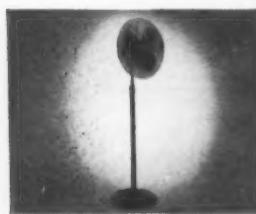
MODEL 1251

16" 3-speed oscillator fan—the most powerful fan bearing the famous Signal trademark! Delivers 1500 C.F.M.—and does it quietly! 60 cycle induction motor is non-radio interfering, has self-lubricating sleeve bearings. Fan oscillates 80°—80 degrees, arc, can be locked at any position within the arc. Attractively finished in blue-gray enamel, with brightly polished guard. A sure-fire sales-maker!



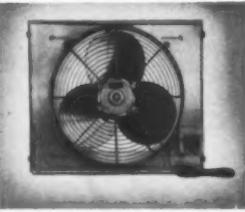
MODEL TF-122

Handsome solid wood cabinet, available in Walnut or Blonde finish. Completely engineered and SIGNAL fan. 12" quiet-running blades, safety guarded, deliver 3500 cubic feet of air per minute, without vibration or bothersome noise. 3-speed rotary type switch. Rubber-mounted induction, non-radio interfering motor.



MODEL CF-20A

20" 2-speed air circulator moves 3300 cubic feet of air per minute quietly, efficiently, and at any selected angle from vertical to 15 degrees below horizontal. 60 cycle induction motor is non-radio interfering, has rubber mounts for low noise level. Sturdy supporting column adjusts from 4' 4" to 7' 6". Finished in blue-gray enamel with nickel-plated adjustable column, aluminum blades and bright finish safety guard.



MODEL WR-202

A sensational development in window fans, this new 20" model is designed to deliver maximum air flow at low noise level—3800 C.F.M. in exhaust position, slightly less on intake. 50-60 cycle capacitor motor is instantly reversible. Non-radio interfering, has no cords in either direction. Side panels telescope to fit any standard size window. Beautiful ivory baked enamel finish with aluminum blades makes this model a compliment to any room!

SIGNAL and COOL SPOT Fans are manufactured by

Signal Electric Manufacturing Company, Menominee, Michigan

NEW PRODUCTS



DOMINION Grille-Waffler

Dominion Electric Corp., Mansfield, O.

Device: Combination grille and waffle iron No. 1225.

Selling Features: Bakes giant-size waffle, large enough to serve 4; extra set of grids for toasting and grilling; toasts 4 sandwiches at a time; expansion hinge allows top grid to rise to accommodate triple deckers; 162-sq.-in. cooking surface when top grid is placed back; permanently attached cord; consumes 1100 watts, 110 volts; base 10 in. square, 4 in. high. Temperature selector accurately controls cooking speed; thermostat maintains heat selected; even over-all heat distribution; interchangeable grids.

Electrical Merchandising, Apr. 1952

age drawer has 325-watt element for warming plate, etc.; 2 sound-insulated drawers below give extra storage for pots and pans; all mounted on nylon rollers.

Companion double oven range No. AC-774 is alike in every respect except for second oven which replaces warming compartment.

Champion, medium-priced range No. DC-74, features Color Glance controls, Super Corox unit; 2-level speed cooker; Miracle Sealed Oven with removable bottom pan; automatic electric timer; automatic minute timer; fluorescent light built into control panel mounted behind Fresnel glass. Gold trimmed timer; clock face terra cotta and white; 3 storage drawers on nylon rollers; large storage drawer can be converted into warming drawer as accessory.

Commodore, low price model ECA-74, features Super Corox unit; Miracle Sealed oven; new control panel features single dial oven control; Tel-A-Glance controls for surface units; 3 storage drawers on nylon rollers, one can be converted into warmer drawer.

New Challenger, EC-74, has Miracle Sealed oven with standard bottom oven heater 3 full-size Corox units and a 6-qt. Econo-Cooker; Tel-A-Glance surface controls; 3 storage drawers on nylon rollers.

Rancho, GC-64, full-sized 38 in. range with 4 surface units; Tel-A-Glance controls; True-Temp oven, storage drawer and tuck-away space. An accessory timer available for automatic oven cooking. Incandescent surface light; accessory light and timer available at extra cost.

Prices: Commander, \$389.95; Champion, \$322.75; Commodore, \$279.70; Challenger, \$236.65; Rancho, \$193.60; Double Oven Commander, \$439.95.

Electrical Merchandising, Apr. 1952



WESTINGHOUSE Ranges

Westinghouse Electric Corp., Mansfield, O.

Models: 5 additional ranges have been added to 1952 line.

Selling Features: Super Corox fast-start surface unit has been extended to 4 models; 2-level speed cooker for deep-well or surface cooking; Miracle Sealed oven with Fiberglas heat guard seal around throat of oven and Color Glance surface controls are features that have been continued. Deluxe single oven Commander has been restyled with metal trim and Color Glance surface controls; fluorescent light automatically illuminates range platform when surface unit control is turned on; new automatic timer controls Miracle Sealed oven as well as both appliance outlets; new minute timer for audible signal; restyled oven timer; clear plastic jewel indicates when oven is on or when preheating has been completed; timer clock face finished in terra-cotta and white. Upper stor-



EVEREDY Broiler

The Everedy Co., Frederick 1, Md.

Device: Everedy infra-red broiler No. 8970.

Selling Features: Broiler body has round "parabolic" design; 9 1/4 in. high; chrome finish; 1250 watt; glazed element broiler pan 10 1/4 in. diam., 1 1/2 in. deep; spiral chrome interior; 2 black Bakelite side handles and 3 black feet; 6 1/2 in.-long "scotch-grip" black Bakelite handle on broiler pan.

Electrical Merchandising, Apr. 1952

Whirlpool

STAY-SOLD SATISFACTION
means profit-protection for you ...

Each and every Whirlpool owner can enjoy her new-found freedom — right from installation day on. She can be supremely confident that *here* is equipment which will give unequalled performance, pride of ownership and care-free service for many years to come.

Every Whirlpool dealer, too, knows what this "stay-sold" satisfaction means to him in *dollars-and-cents*... far fewer service calls, compliments instead of complaints — and that wonderful over-the-back-fence selling that sends her neighbors in to buy.

... And — there's so much to **SELL** about Whirlpool

WHIRLPOOL CORPORATION
 For Over 50 Years Manufacturer of the World's Finest Home Laundry Equipment
 St. Joseph, Michigan, U. S. A.
 IN CANADA: 1000 Lakeshore Road, Toronto, Ontario

FASHION ACADEMY AWARD 1952

Whirlpool
 WINNER OF THE
 FASHION ACADEMY
 AWARD 1952

OUR ARMED FORCES NEED YOUR BLOOD • CONTACT YOUR LOCAL RED CROSS TODAY



General Electric's So easy to use-



See the General Electric "Super Stratoliner" (shown and described here) and all the new "Speed Cooking" beauties. There's a model to fit every need—at your

General Electric retailer's. (Consult your classified phone book for one nearest you.) General Electric Company, Louisville 2, Kentucky.



NEW! Built-in Condiment Set that keeps salt at pouring temperature, even in damp weather. No more sticky lumps!



EASY! Just push a button for the heat you want, from warm to speed high. Tel-A-Cook Lights tell you exactly what unit is on—and at what heat.

You can put your confidence in—

GENERAL ELECTRIC

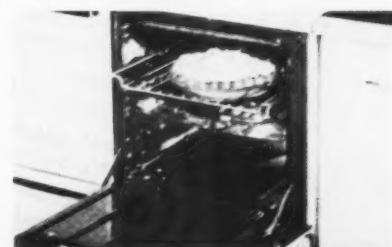
New 1952 "Super Stratoliner"—with the famous All-Calrod® Tripl-Oven!

The sparkling new "Super Stratoliner" brings you all the heavenly cleanliness, the speed, the wonderful meals that G-E "Speed Cooking" is famous for—plus a line-up of features that'll make meal-getting so easy. Look . . .

- ★ **ALL-CALROD BAKE AND BROIL UNITS**—superfast Calrod Surface Units, and an Extra-Hi Speed Utility Unit for QUICK starts.
- ★ **WARMING COMPARTMENT**—separate drawer to keep food and plates hot.
- ★ **BUILT-IN PRESSURE COOKER** saves $\frac{1}{2}$ cooking time. Non-pressure top for thrifty deep-well meals. Deep-well unit whisks to the top when needed.



Mammoth Master Oven—big enough to hold a 30-lb turkey. Includes Superfast Broiler, waist-high, that gives wonderful charcoal-type broiling flavor. All-Calrod bake and broil units.



Speed Oven. Big oven converts simply into smaller Speed Oven, for quick, economical, one-shelf baking. Fast-heating. Marvelous results!

New "Speed Cooking" Ranges! and there's one just for You!



SEE THIS AD... GOOD NEWS FOR YOU!

Here's the 1952 line that leads the field—in appearance—in features—in customer preference. See the line and the new G-E "Super Stratoliner," the top de luxe electric range, at your General Electric distributor's today.

General Electric Company, Major Appliance Division, Louisville 2, Ky.

Tie in your displays and merchandising with these ads—in color in THE SATURDAY EVENING POST, March 22—in April pages of McCALL'S, BETTER HOMES & GARDENS, FARM JOURNAL, PROGRESSIVE FARMER, SUCCESSFUL FARMING.



G-E "Liberator"

Two-oven cooking at its finest! Two separate, complete ovens, each with Calrod units for all baking, broiling, roasting operations. Lets you bake foods at different temperatures, all at once. Grand conveniences, too—Pushbuttons, Tel-A-Cook Lights, Condiment Set with salt that always pours.



G-E "Constellation"

New! G-E Two-Oven Range at a price within reach of everyone who wants this marvelous convenience! All the advantages of two-oven cooking—really two ovens. Pushbuttons, too. Superfast Calrod Surface Units with Extra-Hi-Speed Utility Unit. Economical, deep-well Thrift Cooker. New Hi-style backsplasher.



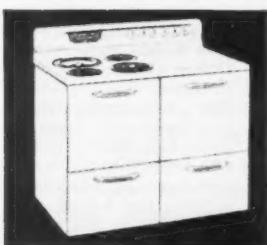
G-E "Stratoliner"

De luxe "Speed Cooking" Range with Pushbuttons, built-in Pressure Cooker, Tel-A-Cook Lights. Trip-Oven—really three ovens in one—(huge Master Oven includes smaller Speed Oven and waist-high, Superfast Broiler). Deep-well unit can be raised to surface.



G-E "Airliner"

Pushbuttons in a low price bracket! Mammoth Master Oven, automatically controlled. Deep-well cooker for thrifty meals. Superspeedy Calrod Units with Extra-Hi-Speed Utility Unit. Hi-style backsplasher simple to keep clean. Controls easier to see and reach.



G-E "Stewardess"

G-E Range that keeps your budget "smiling" (your kitchen, too)! Switches easy to see and reach. Economical Thrift Cooker with 45 different uses. No-Stain Oven Vent. Oversize Oven and waist-high Super Broiler. Extra-Hi-Speed Calrod Utility Unit. 4-cubic-ft storage.

Prices on G-E "Speed Cooking" Ranges begin at \$209.95. Average operating cost about \$2.00 a month. (National average rates.)



AUTOMATIC ELECTRIC
"SPEED COOKING" RANGES

Trim and specifications subject to change without notice.

For Electric Range Sales and Service

Get more with
CHROMALOX
 SUPREME "2-units-in-1"



EASIER SELLING
MORE PROFIT

UNIFORM
 OVERALL HEAT
 for the largest utensil

Inner Hot-Spot—that saves up to 45% of the electricity used in small pans and percolators.

Outer Coil Heat—for uniform, economical cooking in large utensils and frying pans.

R.C. 89

Get the Full Story Today!

Send for Bulletin RU-149.
 It shows you how to
 service *all* electric ranges
 quickly and profitably.

Range Unit Division: EDWIN L. WIEGAND COMPANY
 7525 THOMAS BOULEVARD, PITTSBURGH 8, PA.

CHROMALOX

Electric Cooking at its Best!

NEW PRODUCTS

Thor Corp., 2115 S. 54th Ave.,
 Chicago, 50, Ill.

Model: Thor automatic washer No. 452.

Selling Features: 8 lbs. washing and 10 gal. water capacity; single dial control at top right rear corner has a manually controlled 'fill', a clockwise turn to "wash" selecting the desired number of minutes on dial starts automatic cycle through wash, rinse, spin and finally off. Cycle can be varied from 23 to 32 min. at any stage by depressing dial and turning clockwise to desired phase of cycle and raising dial; Bakelite agitator; top opening for easy loading, 16-in. diam.; white baked enamel cover; speckled-white-on-blue porcelain enamel inside and out; square design with rounded corner; retains water which has been used in washing or rinsing until carried away by pump; clamped-on, over-sized flexible diaphragm seals opening between cabinet and drive shaft, preventing leakage of water from cabinet; self-draining; slow clutch acceleration offers better balancing action during initial part of spin phases; gyro-disc balancer reduces vibration to minimum by counteracting off-center loads; water ballast permits use of wash and rinse water to be used as ballast until spin speed is attained and gyro-disc takes over; no special installation required; electric synchronous motor; drain pump; $\frac{1}{4}$ h.p. capacitor-start motor. Price: \$299.50.

Electrical Merchandising, Apr. 1952

K-M Vap-O-Matic
 Knapp-Monarch Co., St. Louis, Mo.

Device: New K-M Vap-O-Matic No. 34-510.

Selling Features: Full 8-hr. capacity permits greater vaporizing time and safety combined—no constant refilling or "clock-watching"; reduces nasal congestion by penetration with medicated vapors; extra large detachable medicant cup, steam passes through saturated cotton, gives off clean, medicated vapors eliminates gummy residue in vaporizer body; cool plastic handles and feet; 4½-pt. capacity with markings indicating 2-, 4-, 6- and 8-hr. vaporizing periods; directional spout delivers constant, concentrated flow of vapor; Dur-A-Life embedded element; cut-off thermostat automatically cuts off current if vaporizer boils dry; 250 watts, 115 volts, a.c. only.

Electrical Merchandising, Apr. 1952

COUNTRY-AIRE Floor
 Circulator

Lakewood Engineering & Mfg. Co.,
 1756 W. Lake St., Chicago 12, Ill.

Device: Country-Aire F-12N floor circulator.

Selling Features: Steel construction with hammered enamel finish designed to fit decor of modern furniture; protective grill covers 12-in. wide-flare blade which is knob-controllable for 3-speed adjustment: 1550, 1150, or 850 rpm; delivers 2000 cfm; contains Redmond a.c. motor; rubber tips on legs protect rugs and floors.

Electrical Merchandising, Apr. 1952

WILSON Freezer

Wilson Refrigeration Inc.,
 Smyrna, Del.

Device: New, medium size upright freezer.

Selling Features: Holds approximately 800 to 900 lbs. frozen foods.

PAGE 154

APRIL, 1952—ELECTRICAL MERCHANDISING

For Styling... Performance... and Durability...

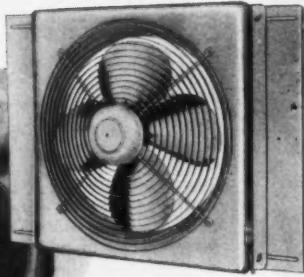
Team up with *R&M* fans for '52!



12 "BREEZE-ALL"
FLOOR FAN

Beautiful in mottled-mahogany plastic and gleaming chrome. Full 360° air circulation—and from floor to ceiling. Sturdy, serves as an extra seat or low table. Safe from top, bottom, sides—even for tiny fingers. Unusually quiet. Three speeds. Delivers a whopping 3500 CFM. Extra-low-cost operation. Guaranteed five years. \$49.95*, retail.

*Prices subject to change without notice.



18" and 22" ELECTRICALLY REVERSIBLE WINDOW FANS

Easy to install with only a screwdriver. Adjustable mounting panels of 18" fan fit any window up to 35 inches wide; the 22" fan, windows as wide as 39 inches. Electrically reversible. Flip of a switch forces air *in* or *out*. Two speeds on both intake and exhaust. Four blades, direct-connected. Quiet. Weather-proof motor. 18" size has 2500 CFM delivery; 22" size, 3400. Ivory enamel with silver-finish grille. Guaranteed five years. 18" size, \$59.95*; 22" model, \$79.95*, retail.

16" "QUIET DE LUXE" OSCILLATING FANS

First choice for homes, offices, salesrooms, and stores. Smartly styled to blend with modern furnishings. Attractive gunmetal finish with sturdy cadmium-plated guard. Adjustable for stationary or oscillating service. Tilts and locks at any angle. Super-quiet. High-velocity air movement. Guaranteed 5 years. 16" fan, \$52.95*, retail. Also 12" R & M Quiet oscillators at \$24.95*, retail. Guaranteed 1 year.



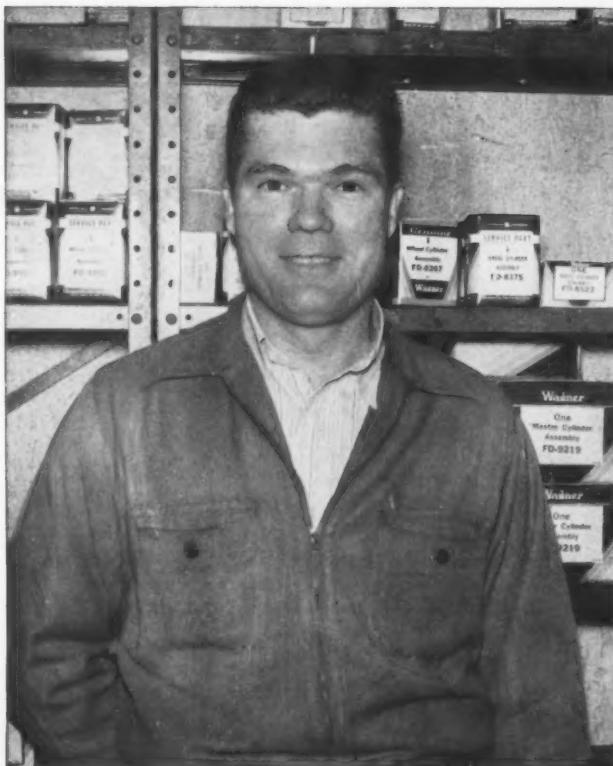
ROBBINS & MYERS

Fans for 1952

Robbins & Myers, Inc., Fan Division
387 So. Front St., Memphis 2¹/₂ Tennessee

NEW **TV** FILMS FEATURING YOUR STORE
AVAILABLE ON R & M ATTIC AND WINDOW
FANS. WRITE FOR DETAILS, NOW.





"KLIXON Protectors Guard Against Major Repairs" States Electrical Contractor

RICHMOND, VA.: James C. Hill, Service Manager, Richmond Battery and Ignition Corporation, is definitely a man whose words on KLIXON Protectors can be profitably listened to by all!

"We repair more than 5000 motors a year for approximately 100 appliance dealers in Richmond and vicinity, and we are the authorized motor service shop here for three nationally-known makes of electric motors. We find that motors which are equipped with KLIXON Protectors seldom require major repair service, whereas the unprotected motors which come into our shop are often burned out."



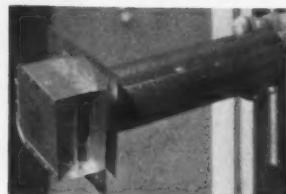
KLIXON
Protectors

KLIXON Protectors Build Customer Goodwill by Preventing Major Repair Costs

The KLIXON Protectors illustrated are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2504 FOREST ST., ATTLEBORO, MASS.

NEW PRODUCTS . . . Non-Electric



DRY-R-X Dryer Exhaust

Dry-R-X Co., 1121 West Lake St., Minneapolis 8, Minn.

Device: Dry-R-X exhaust unit for Hamilton automatic clothes dryer models 1025G, 1125G and 960E.

Selling Features: Unit contains a hood and automatic damper unit plus sufficient 3-in. pipe and adjustable elbows to complete average installation; entire kit of non-rusting aluminum; hood constructed to prevent entrance of cold, insects and dirt; easy to install; additional duct up to 16 ft. of straight pipe also available where necessary.

Electrical Merchandising, Apr. 1952



LYON Twirl-O-Matic Cabinet

Lyon Metal Products, Inc., Aurora, Ill.

Device: Lyon Twirl-O-Matic base corner cabinet.

Selling Features: Two large steel revolving trays bring stored items to view and to finger tips by a press of the handle; 15 in. opening makes it easily accessible; each tray is mounted on ball bearings and revolves with push of finger.

Electrical Merchandising, Apr. 1952



YOUNGSTOWN Cabinet

Youngstown Kitchens Div., Mullins Mfg. Corp., Warren, O.

Device: Rotary corner wall cabinet. Selling Features: 3 circular shelves, each 22-in. in diam.; shelves welded to a center post which turns on a ball bearing; upturned flange on each shelf keeps items from falling; curved door follows contours of shelves; cabinet measures 25-in. along each wall, 30-in. high.

Electrical Merchandising, Apr. 1952



ROLL-a-VAC

Car-Ree-All Products Inc., 529 S. 7th St., Minneapolis 15, Minn.

Device: Roll-a-Vac cleaner carrier.

Selling Features: Fits all horizontal and pot-type cleaners; holds cleaner, hose and accessories in one compact unit mounted on wheels; cast aluminum alloy base, crinkled brown finish, gold colored accessory bag of pre-shrunk, washable army duck; lightweight chromium handles; easy-rolling non-mar rubber tires; stair glides also available; rubber support pads; casters in front in addition to back wheels make it mobile and maneuverable.

Price: \$16.95

Electrical Merchandising, Apr. 1952



AMERICAN KITCHEN Cabinet

American Kitchens Div., Avco Mfg. Corp., Connersville, Ind.

Device: Wall cabinet LWP-4018.

Selling Features: Designed for use over electric ranges, freezers and other hard to fit places; 40 in. wide, 18 in. high; 2 handy shelves inside

BRIEFS

M. H. Rhodes Inc., Hartford Conn., announces a new time switch for control circuit of clothes dryers. Provides 2 circuits for control of blower and heater in one compact unit—circuits are arranged so that heater circuit may be broken at predetermined time prior to

LIMITED OFFER

Westinghouse television offers its dealers a chance to make a fast profit during a slow season.



GIGANTIC

21"

CONSOLE TYPE

WESTINGHOUSE TELEVISION WITH THE ELECTRONIC CLARIFIER

TO RETAIL FOR ONLY

\$299⁹⁵

plus warranty and federal tax

This is not a low mark-up deal—nor is it a model you nail to the floor. You can move them out in a hurry! For your TV prospects, it's the

BUY OF A LIFETIME!

Backed up with strong NEWSPAPER ads in every major TV market—with WESTINGHOUSE STUDIO ONE demonstrations—with dealer's newspaper mat ads, available now.

ORDER TODAY!

We've got a good supply, but when the present stock is exhausted, there will be no more.

See Your Westinghouse Distributor today.
Make the "Buy of a Lifetime" your biggest and most successful money-making

PROMOTION OF THE YEAR!

YOU CAN BE SURE...IF IT'S Westinghouse

WESTINGHOUSE ELECTRIC CORP. • TELEVISION-RADIO DIVISION • SUNBURY, PA.

NEW PRODUCTS

breaking blower circuit, providing a cooling period before shut-off of appliance; 250 volts, 1 h.p. a.c.



Mystik self-stik freezer tape is now available in new Mystik Triple-Pak Merchandising unit—3-roll package containing one apartment-size roll of freezer tape in 3 colors—red, blue and neutral. New unit for counter display in self-selling, illustrated display carton contains 12 Triple-Pak units; occupies less than $\frac{1}{2}$ sq. ft. space. The Mystik Adhesive Products Co., 2631 Kildare Ave., Chicago, Ill.

Suds-Sacs, perforated plastic, draw-string clothes washing bags in 3 sizes— $9\frac{1}{2} \times 10\frac{1}{2}$ in. for nylons; 14×18 in. for blouses and lingerie; 12×20 in. for curtains and dresses; protects delicate fabrics from snags and tangling. Central States Paper & Bag Co., Inc., 5221 Natural Bridge Ave., St. Louis, 15 Miss.



Flicko, a Tenite plastic switchplate suitable for a child's room is announced by Falcon Plastic Products Mfg. Co., 6020 W. Washington Blvd., Culver City, Calif. Designed to replace ordinary switchplate, it is shaped and colored to resemble a clown's face. Bulbous red Tenite nose centers over switch button, protects wall from finger smudges, turns light on and off when pushed.

Gilbert Mfg. Co., Inc., Long Island City, 3, N. Y., announce new "slide-on" electric plugs and outlets for use on any standard No. 18 lamp or appliance parallel cord. Placed on parallel wire in channel on top of moulded base, cap slides into place, forcing internal contact points to pierce insulation, making safe, positive connection. Outlets can be moved and attached elsewhere without exposing bare wire or damaging cords. No tool required; 10¢ each.

What to look for in a Room Air Conditioner



turn the page to profits

Here's a wonderful new Buyer's Guide that every Carrier dealer now has. It gives a customer 18 points to look for in a room air conditioner before he buys. It tells him how to get more for his money.

IT'S A TRAFFIC-PULLER. It's a terrific book. And we're telling the public about it in national publications like *Time*, *Newsweek*, *Business Week*. So there are going to be a lot of people, a lot of interested people, waiting to see it.

IT'S A SELLING TOOL. It's a book that builds sales. In nice, simple, primer fashion it tells people what a good room air conditioner should do. And then it tells them why Carrier Room Air Conditioners do it best. And by that time, they'll know why. Yes sir, this year is going to be a wonderful year for everybody who sells Carrier Room Air Conditioners—built by the people who know air conditioning best.

Carrier Corporation, Syracuse, New York.



THE 1952 CARRIER HUMIDRY

—with outstanding features—that make it easy to use, to operate, to sell.

Carrier

AIR CONDITIONING • REFRIGERATION
For 50 years—the people who know air conditioning best.

POINTER FOR WISE DEALERS!

ALUMINUM makes the difference in APPLIANCE SALES!



ALUMINUM FEATURES MEAN MORE PROFIT...

More Sales For You!

More Value For Your Customer!

SELL THE ALUMINUM FEATURES...

Aluminum Makes The Sale!

Not only Refrigerators, but Home Freezers . . . Washers . . . Ranges . . . all appliances can be sold easier, faster, with more confidence by pointing out the aluminum features and pointing up your sales!

POINT OUT the Aluminum PARTS and you'll

POINT UP your appliance SALES!

You don't have to sell "Mrs. Modern American" on the advantages of aluminum. She uses Reynolds Wrap, the original aluminum kitchen foil . . . appreciates aluminum in her home, her automobile, her utensils. Aluminum means *Modern Living* to today's housewife.

TAKE ADVANTAGE OF ALUMINUM'S ADVANTAGES!

Point out the aluminum features of your appliances to your customers. These are selling points that will help your prospects make up their minds. Tell your customers aluminum means better performance . . . and you'll clinch your sale faster! And, remember, this . . . appliances with aluminum parts give you fewer service problems.

Here's a Sample Selling Script:

(Clip this for ready reference)

"This refrigerator has the same capacity as the model we just saw, but let me show you the "Extra Plus" features of aluminum in this one —

- It has an aluminum evaporator unit for faster heat transfer . . . gets colder faster, defrosts quicker . . . it's rust and chip-free.
- It has aluminum ice trays that will never rust, stain, or corrode.
- Its aluminum shelves are light but strong, easy to keep clean, color-anodized for lasting beauty.
- This aluminum liner won't scratch or chip, wipes clean in a jiffy.
- Aluminum crisper pans and meat trays are non-toxic, won't chip or crack.
- The aluminum door-shelves are strong, attractively finished.
- The aluminum butter-keeper holds no odor, will never stain.

"Remember, aluminum looks better, lasts longer, costs you no more!"

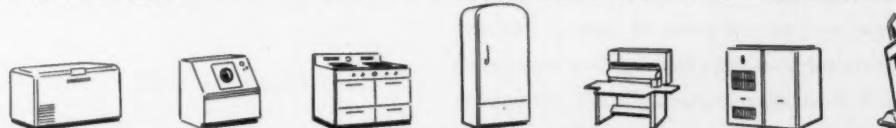
NOTE: The following brands of domestic refrigerators use aluminum in one or more of the parts mentioned above.

AMANA
COLDSPOT
CROSLEY

FRIGIDAIRE
GENERAL ELECTRIC
HOTPOINT

INTERNATIONAL HARVESTER
KELVINATOR
MORSE

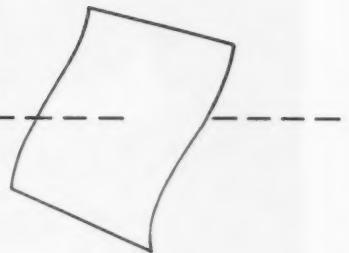
PHILCO
SERVEL
WESTINGHOUSE



REYNOLDS ALUMINUM

ALUMINUM MAKES THE DIFFERENCE IN APPLIANCES

it's only a small piece of paper



BUT

— — — — *it's one of the most valuable working partnerships in the appliance business.*

It's the Maytag franchise. It's so valuable because Maytag offers a compact line of wanted products, and because steady consumer demand keeps Maytags moving out of dealers' stores in a continuous flow. There may be a Maytag franchise available to you. In every territory we want to do business with the best appliance dealers in the community. For information write to: V. R. Martin, General Sales Manager, The Maytag Company, Newton, Iowa.

THE MAYTAG COMPANY • NEWTON, IOWA

Washers—Ranges—Freezers—Ironers

URGES SUPPORT OF
NEMA GIFT CAMPAIGN



Full cooperation with the NEMA electric housewares gift campaign for 1952 has been urged by the Hamilton Beach sales department.

"This is the third year of this activity," Fred Tuerk, Hamilton Beach sales manager, told salesmen. "If the 1952 promotion steps up returns over '51 the way the '51 campaign did over '50—and we have every reason to believe it will—the retailers who tie in with the national effort will be well rewarded with increased sales."

"Here is a well planned and well-executed campaign. It has winning ideas on window display, point of purchase, gift display units, special wrappings, gift certificates and hard-hitting newspaper advertising. It will work for dealers who work with it. Our representatives are urged to give it full and enthusiastic support."

LIKE EXTRA PROFIT,
CUSTOMER SATISFACTION



Edward J. Moran, salesman for Superior Electric Company, 125 W. Main Street, Endicott, New York, says he prefers to sell Hamilton Beach appliances. "First, my employer makes greater profit on them," said Mr. Moran, "and the customer gets greater value and satisfaction from them."

Wm. M. Sheard, partner in Superior Electric, echoes Moran's enthusiasm for Hamilton Beach appliances. "Our sales costs are lower because we have no service problems with Hamilton Beach," Mr. Sheard says. Superior Electric's volume on Hamilton Beach mixers and

YOUR PRICE SHEETS PROVE HAMILTON BEACH PAYS BEST!

Costs Customers LESS! Pays You MORE!

At \$37.50 retail, less juice extractor, Hamilton Beach is the top consumer value. There are many more folks in the market at this price than at, say, \$5 or \$6 more. Yes, Hamilton Beach's lower price broadens your market. And this mixer is easiest to use, regardless of price, so it's easiest to sell.

Your price sheets prove Hamilton Beach pays top profit. Check them and see. And in quality Hamilton Beach is second to none. More than 40 years' experience and 15 million appliances are proof. What more could any product offer? It's top quality... costs your customers less... pays you more! The sweetest profit-package you can get.

Easiest-to-Sell HAMILTON BEACH

Gives You Most Profit
on Food Mixer Sales!

MIXER "A" PAYS	36.12% PROFIT
MIXER "B" PAYS	36.13% PROFIT
MIXER "C" PAYS	36.13% PROFIT
MIXER "D" PAYS	36.16% PROFIT
HAMILTON BEACH MODEL "G" PAYS	38.18% PROFIT

(Percentages based on List Prices, including tax—as of July 1, 1951.)

the New HAMILTON BEACH Mixette®

\$1875* RETAIL

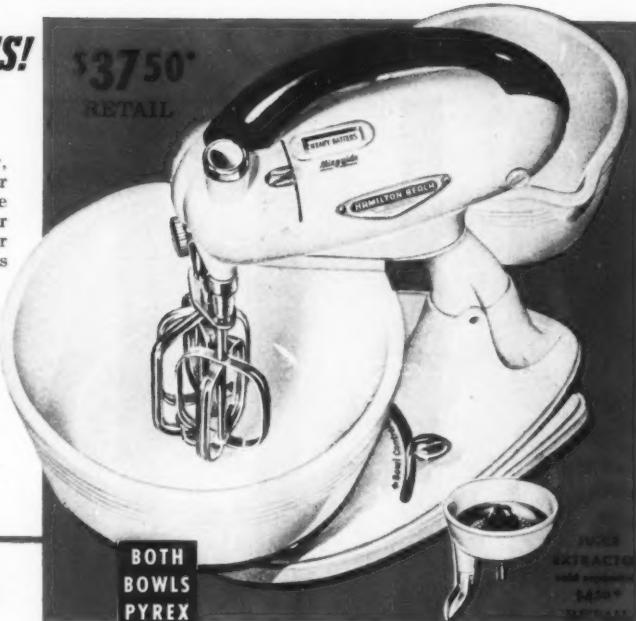
Includes gift box, bracket,
and screws for wall mounting.

*Prices subject
to change
without notice.

vacuum cleaners has risen steadily through the years.

CHALLENGE COMPARISON IN SPRING CONSUMER ADS

Hamilton Beach in its spring advertising campaign invites the consumer



NEW HAMILTON BEACH Dry ELECTRIC HAIR DRYER



A great new item for the huge home-permanent market—the choice of professionals. All metal—no plastic. New Adjust-A-Stand tilts to any angle. Dryer lifts off stand for portable use. New heat control at top. Light, easy to handle, yet durable. Two switches—"On-Off" and "Hot-Cold." AC-DC. Handsome light-ivory enamel. Gift package doubles as attractive counter display.

The portable with big-mixer features galore! Offers one-hand operation. Hand that holds mixer sets speed. All-purpose; ideal in smaller kitchens; for lower incomes—a big new market! Sturdy Hamilton Beach motor. Three speeds. Hangs on wall or fits in drawer. Smart gift box serves as a compelling counter display. In price, packaging, quality... Mixette is a gift-item *natural!*

Over 45 Million National Advertising Messages
on HAMILTON BEACH this Spring!

HAMILTON BEACH Food Mixer

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.

to compare food mixers before making a choice. "We ask the reader to compare Hamilton Beach and other mixers for features, performance, reputation and particularly price. The \$37.50 price tag is swinging more and more sales to Hamilton Beach," said a company official. "We continue to feature Mixette as the little mixer that does the big job."

Magazines on the Hamilton Beach schedule include Better Homes and Gardens, Ladies' Home Journal, Woman's Day, American Weekly and Successful Farming. A campaign directed to teachers of home economics appears in What's New in Home Economics and Forecast for Home Economists, reaching virtually every teacher in this important field.

NEW PRODUCTS ... TV and Radio



BENDIX Telesets

Bendix Radio Div.,
Bendix Aviation Corp.,
Baltimore, 4, Md.

Models: Delaware, Vermont, Carolina and Glendale.

Selling Features: Delaware, 20K2 20-in. rectangular tube deluxe console, and Vermont, 20L2 20-in. table model, both feature an inclined picture tube and glass assembly; both models are in mahogany, have



large permanent magnetic speakers; 22 tubes and 2 rectifiers in long-range chassis; built-in antenna.

Carolina 17K2 in mahogany veneers has Bendix long-range chassis for fringe area reception; Glendale C192, provincial design in mahogany also includes long-range chassis; Belair C172 same as Glendale in solid maple; both are closed consoles with full length doors; high-fidelity 12-in. speakers.

Ruxton 1702, a special promotional model with 17-in. rectangular non-glare tube equipped with Bendix standard chassis; mahogany.

A new Bendix-designed chassis is also announced—includes a new type tuner for VHF and UHF reception; has 41mc IF, a new type of focusing which gives perfect reproduction over entire face of type. Electrical Merchandising, Apr. 1952



SPARTON Telesets

Sparton Radio-Television Div.,
The Sparks-Withington Co.,
Jackson, Mich.

Models: 13 models in new Sparton Cosmic Eye TV line.

Selling Features: Line includes 5 table models; 4 open consoles; 2 half-door consoles with 17- and 20-in. screens; one full-door console with 21-in. screen, and a 20-in. TV-radio-phono combination; all models feature Cosmic Eye chassis—an improved Spartan ultra-range tuner with Cascode circuit to pick up more of station signal, reducing interference in apartment areas and reducing "snow" in fringe areas; chassis contains 4 IF stages; cabi-



nets are in modern and traditional styling with mahogany and blonde finishes. Illustrated are Hastings, 17 in. table model with 26-tube chassis, built-in folded-dipole antenna; and Balfour, 20-in. console. Electrical Merchandising, Apr. 1952



ZENITH Telesets

Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, 39, Ill.

Models: 9 new telesets—three 21-in. and six 17-in. models.

Selling Features: All models feature "electronex" full-focus picture, with clearer sharper focus over entire tube face; "Fringe Lock" synchronizing circuit makes reception better at greater distances; built-in picture magnet antenna; provision for UHF.

Parkman, J2031E, Alcott, J-2030R, 17-in. table rectangular Blaxide black tube with 146 sq. in. Parkman cabinet in Prima Vera veneers; Alcott in mahogany.

Fletcher, J2046R, 17-in. console; connection for phonovision; 1-knob tuning; mahogany 18th century.

Prescott J2050R and Brisbane J2050E, 17-in. consoles Gold Coast Afara and mahogany respectively.

Keats, J223R, 21 in. table model, has all features of above in mahogany veneers cabinet.



Byron, J2252R, Paulding, J-2256R, 21 in. consoles, Byron open faced; Paulding has full length mahogany doors.

Barlow, J2766R, TV-radio-phono combination with 17 in. picture tube; connection for Phonovision; Cobra-Matic variable speed record changer automatically changes all size records; just 2 simple controls; 7½-in. Alnico speaker; Zenith Cobra tone arm; built-in Wavemagnet antenna; 18th century styled break-front cabinet; mahogany.

Price: From \$269.95 for a table model to \$499.94 for combination. Electrical Merchandising, Apr. 1952



ARVIN Telesets

Arvin Industries Inc., Columbus, Ind.

Models: 3 new telesets: 2 "promotional" 17-in. models and a 21-in. Conventionaire.

Selling Features: Promotional models 5175TM, table, and 5176CM open-face console have 26-tube "dual power" chassis; Arvin "Perma-focus" picture tubes; slanted, glare-proof safety glass; simplified 2-dial tuning; local-distance control switches; gain and



tone controls; 7 interference rejection traps; 4 picture IF stages; both models equipped with phone jacks.

Conventionaire, No. 5218CM, mahogany console with 21-in. picture screen has 26-tube "dual power" chassis; 2-dial control system with dials in lucite; "no-glare" black rectangular metal picture tube; frosted glass viewing face eliminates reflection; tilted safety glass; metallic grill cloth of pale green and gold.

Prices: Table model \$239.95; open-face console \$279.95; Conventionaire, \$339.95

Electrical Merchandising, Apr. 1952



FADA Telesets

Fada Radio & Electric Co., Inc., 525 Main St., Belleville, N. J.

Models: 11 new models in 17, 20 and 24 in.

Selling Features: "Power-Plugs" control in new Fada telesets provides good reception in outlying areas where signal is weak; control is positioned to block out "noise" and interference, boost signal and keep picture strong and steady; in normal areas it is set to bring in superior, high-definition pictures; new turret tuner with Cascode RF amplifier can be adapted to receive UHF by changing tuning strips; available in table and consoles in mahogany and blonde.

Prices: From \$199.95 to \$399.95. Electrical Merchandising, Apr. 1952



KAYE-HALBERT Telesets

Kaye-Halbert Corp., 5729 W. Jefferson Blvd., Los Angeles, 16, Calif.

Models: K-H open-face Decorator TV set Planter model No. 004.

Selling Features: 20-in. picture tube; tilted opticlear screens; twin chassis two separate chassis Supermatic chassis for metropolitan and fringe area reception, and Ultra-matic chassis for outside fringe area and in city where others fail to perform; easy-roll casters; quick-reach controls; domestic and imported natural grained woods.

Electrical Merchandising, Apr. 1952



CBS-

DECORATOR DESIGN CABINETS. The authentic French Provincial console illustrated at the left typifies the superb cabinet craftsmanship and decorator styling that characterizes every CBS-Columbia receiver.

MODEL 20C 3. A handsome, hand-rubbed maple finish console in French Provincial styling with full double doors. Big, room-size 20 inch picture. A decor piece that will appeal to the more sophisticated buyer.

CBS STAR Frank Sinatra

Smartly Styled Consoles

IN MAHOGANY AND LIMED-OAK



CBS STAR Mary Sinclair

MODEL 20C 1. A stunning open face console in hand-rubbed mahogany veneer finish. Big 20 inch picture. Styled and priced for volume sales. One of the leaders in the line.

MODEL 20C 4. This is one of the most attractive consoles in the CBS-Columbia line. Rich, dark, hand-rubbed mahogany finish cabinet. Gold mask and mountings. Big 20 inch picture. Will appeal to families who buy the best.



CBS STAR Jack Benny



CBS STAR Maria Riva

MODEL 20C 4B. Same as Model 20C 4, but in the popular limed-oak finish so much in demand for modern decor. One of the smartest looking consoles ever built and priced to appeal to today's buyers.

CBS-  HEARD by millions every day  SEEN by

COLUMBIA

The Magic Name in T-V Merchandising

Magic is one word for it! Mighty is another because behind this TV brand name stand the vast resources, the advanced engineering skill, and the enviable nation-wide reputation of the great Columbia Broadcasting System. Your customers know CBS! They see it every day! They hear it every day! It's an old friend in their households...it's a name they can trust.

Now this famous, trustworthy name is at work for you and your dealers in the sales-worthy line of CBS-Columbia television receivers. Its established consumer acceptance offers merchandising might that is loaded with sales magic!

If TV sales are lagging in your market, latch onto the line that's setting the pace...CBS-Columbia...the magic name in TV merchandising.



— 20" BIG PICTURE TV! —



CBS STAR Ed Sullivan

MODEL 20M 1. This attractive 20 inch table model will bring a lot of buying traffic into your store. Decor designed metal cabinet in simulated mahogany grain finish. Priced for volume sales.

Handsome Table Models

IN MAHOGANY AND METAL



CBS STAR Ralph Bellamy

CBS STAR Garry Moore



MODEL 20T 2. A prestige model at a profit price. Rich, hand-rubbed mahogany table model with attractive gold mask and mountings. Big 20 inch picture. Styled for beauty! Priced for economy!

MODEL 20M 3. Here's a sure-fire traffic stopper and volume builder. Stunning ebony black metal table model with striking gold mountings and mask. Styled to blend with modern decor. Big 20 inch Screen. Big Consumer value!

Call your CBS-Columbia distributor now or write, wire or phone direct to

CBS COLUMBIA

170 53RD STREET, BROOKLYN 32, N.Y.
A subsidiary of
THE COLUMBIA BROADCASTING SYSTEM

millions every day—KNOWN by millions everywhere

**The new HOOVER IRON
appeals to all women because it's**

**Safe and Sure
for all fabrics**



The over-size, easy-to-read, sure-set Hoover dial makes it easy for women to get what they want most in an electric iron—positive heat control for all fabrics—from filmy lingerie to heaviest linens or work clothes.

Then, when you point out these additional Hoover features you've sold another Hoover iron . . .

1. Hand fitting KOOLZONE handle with thumb-rest for easier, more comfortable ironing.
2. Low-angle bevel of sole plate slips under buttons and ruffles.
3. Wide heel-rest for solid, safe, no-tip support.
4. Extra long cord, mounted in

5. Heating element safely sealed against dirt and moisture.
6. Aluminum sole plate conducts heat evenly (no over-hot spots).
7. Choice of two perfectly balanced weights—light and medium.
8. Tested to 5000 hours of operation—equal to 19 years of home use.
9. Reliable. Customers know that Hoover service is always available in all parts of the country (no service problems for you).
10. A guarantee by The Hoover Company backs you up on every Hoover Iron you sell.

Sell this profitable, fast-moving Hoover product. Ask your distributor or write us for details.

THE HOOVER COMPANY, North Canton, Ohio



They'll be happier with a Hoover

NEW PRODUCTS ... TV and Radio



ANDREA Telesets

**Andrea Radio Corp.,
27-01 Bridge Plaza North,
Long Island City, 1, N. Y.**

**Model: Andrea Stratford C-VL20
and BC-VL20**

Selling Features: Full door console; C model in mahogany; BC in blonde; 20-in. rectangular picture tube; 207-sq.-in. picture area; 21 additional tubes plus 2 rectifiers.

Other models highlighted in line include Gotham, a 17-in. table, and Brewster, a 17-in. console.

Features in all Andrea models include easy conversion to UHF; static-free FM reception; built-in antenna; advanced tuner design employs 4 completely tunable r.f. circuits; metro-fringe switch for good performance in local or distant areas; pulsed agc; electronic picture lock; sharp-focus pictures; "eye-ease" filtered glass face-plate; full-width wide-angle screen; 12-in. speaker; phono connections for any speed player; interlock line cord; 4-knob control; shielded chassis.

Prices: Stratford, \$489.50; Gotham, \$249.95; Brewster, \$299.95

Electrical Merchandising, Apr. 1952

105 synchronomatic TV chassis with 20 tubes including 2 rectifiers and the 20 in. rectangular picture tube designed for long distance reception; Magnascope picture system with built-in filter; 3-speed record changer has Pianissimo feather-touch pickup and dual stylus plays all sizes, types of records automatically; mounted on pullout drawer, encased in whiteoak finish cabinet.

Magnavox Contemporary 21, equipped with Magnascope picture system embodying new cylindrical picture tube that provides wide-angle peripheral vision, picture tube mounting is tilted downward 3 degs.; 12-in. high fidelity Magnavox speaker, baffle and grille are tilted 7 degs. downward to produce superior sound diffusion; includes Magnavox LD-105 TV chassis.

Prices: 3-way combination, \$695; radio-phono with add-a-TV, \$395; Contemporary, \$445.

Electrical Merchandising, Apr. 1952



SCOTT Telesets

Scott Radio Laboratories Inc.
Models: Ravenswood 17- and 20-in. consoles and table models.

Selling Features: 17-in. console and table models in blond contemporary cabinets have Silver Anniversary chassis with 4 stages of IF video amplification, high-level video detector, high gain tuner; prewired for addition of UHF or for attachment of a color TV slave unit. Both blond models have new glass full width screens removable for cleaning.

20-in. models: "Rutherglenn" open console, and "Rendall" table model, similar to above models in mahogany cabinets.

Price: Rutherglenn, \$379; Rendall, \$329.

Electrical Merchandising, Apr. 1952

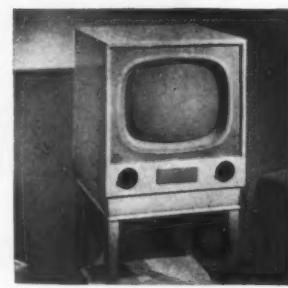


MAGNAVOX Telesets

The Magnavox Co., Fort Wayne, Ind.
Models: Magnavox Deluxe Belvedere TV-radio-phono and Magnavox Contemporary 21.

Selling Features: Belvedere is available as a radio-phono or as a combination TV-radio-phono; equipped with 2 speakers: a 15-in. bass and 5-in. treble speaker to cover complete broadcast and recording range; AM-FM radio chassis has 11 tubes including 1 rectifier; develops 18 watts of undistorted power; 5-gang condenser tuning.

As a 3-way combination it is powered with new Magnavox LD-





SHERATON Teleset

Sheraton Television Corp.,
Penn Terminal Bldg., 370 7th Ave.,
New York City

Model: Sheraton 24-in. console.

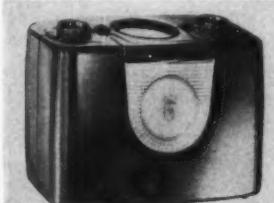
Selling Features: 30-tube Super Video No. 630 chassis with Cascode circuit tuner; giant-screen receiver; hand rubbed mahogany.

Price: \$449.95; slightly higher in limed oak.

Electrical Merchandising, Apr. 1952

mahogany or blonde Pyrolylin; gold dial and trim.

No. 402, portable 3-way AM radio operates on a.c., d.c. or batteries; switch automatically disconnects battery from circuit during



a.c.-d.c. operation; a.v.c.; Zenith-built Alnico speaker; Wavemagnet antenna; tuning dial centered on top of set with control knob at either end; recessed "carry about" handle; shield-shaped trim plate guards speaker opening.

Prices: Clock-radios, from \$39.95 to \$46.95; Riviera, \$119.95; No. 402, \$39.95 less batteries.

Electrical Merchandising, Apr. 1952



ZENITH Radios

Zenith Radio Corp.,
6001 W. Dickens Ave.,
Chicago, 39, Ill.

Models: 15 new Zenith radios including 10 clock radios, a table radio-phonos and a 3-way portable. Selling Features: Clock radios available in plastic cabinets with walnut, ebony, ivory, French green, bisque or grey; each unit is a combination AM radio and clock with a musical and buzzer alarm for wake-ups or reminders and a connection for automatic control of appliances; can also be used to turn on TV at preset time; Wavemagnet antenna built-in.

Riviera table radio-phonos equipped with long distance AM

STELLMAN Clock-Radios

Stelmann Phonograph & Radio Co., Inc., Mt. Vernon, N. Y.

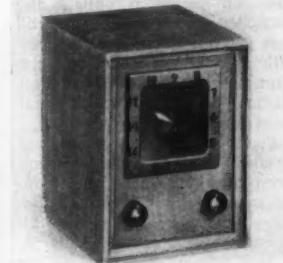
Models: 4 new clock radios.

Selling Features: No. 450B features solid wood cabinet; ebony finish; 5-tube superhet including rectifier with built-in loop antenna; automatic Sessions clock movement.

No. 451M, in mahogany cabinet, 5-tube superhet; Sessions automatic clock, luminous dial and hands; "lullabye" and automatic appliance switches.

Prices: No. 450B, \$29.95—in ivory finish, \$32.95. No. 451M, \$34.95. In Carona blond cabinet, \$36.95.

Electrical Merchandising, Apr. 1952



TRAV-LER Radio

Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago, 6, Ill.

Model: No. 5200 table radio.

Selling Features: New style cabinet or blond mahogany; 4 tubes plus rectifier; built-in loop antenna; a.c. or d.c.; bronze escutcheon.

Prices: \$19.95 in mahogany and \$21.95 in blond.

Electrical Merchandising, Apr. 1952

reception; super-powered console; 7½-in. speaker; Cobra-Matic record changer accommodates all record speeds from 10 to 85 rpm; automatically changes 12 7-in., 10-in. or ten 12-in. records; two controls: one for speed, one for record size; also permits manual operation of old-time records that were recorded at different speeds; modern cabinet in natural-grained

The new HOOVER DUSTETTE

Picks up customers



like it
picks up dirt

Here's why women fall in love with it, why men fall for 'em, too.

1. Carried like a handbag (and nearly as light) the Hoover Dustette reaches hard to get-at places.
2. Extra length, non-kink rubber cord reaches a full 18 feet from outlet. Reaches all around most rooms or all the way upstairs without shifting plug.
3. You can even plug it in inside the house and take the Dustette outside to clean the car upholstery.
4. Ideal for cleaning furniture, mattresses, stair treads and risers, auto interiors, draperies—even picking the lint from your blue serge suit!
5. Efficient, 17,000 RPM motor builds up powerful suction—gets the dust, and brush in nozzle picks up litter in a jiffy.
6. Modern, functional design for perfect balance, permanent good looks and a lifetime of dependable service.

Sell this profitable, fast-moving Hoover product. Ask your distributor or write us for details.

They'll be happier
with a Hoover

THE HOOVER COMPANY, North Canton, Ohio



FRESH-AIR MAKER
Leaders for



Model P12-P16. Portable as a hand bag and just as useful. A jewel of a fan in two sizes, 12" and 16", two speeds. Popularly priced and the public wants it, easy to carry and breezes up or down or into any corner.



Model RW20—Electrically reversible 20" adjustable window fan—2900 CFM. The answer for a fine, powerful, quiet fan for a small home or apartment at a moderate price.



Model RWP—Reversible, adjustable window fan, two speeds, two sizes—12", 16". Available as a window fan only or as a "package" with stand to convert fan unit to a portable. Actually three fans in one for the price of one good fan.



Models PSW 10-PSW-12—low priced, high performing, single speed adjustable window fans 10" and 12".



Fresh-Air Makers are designed and built by a company producing fine fans for the automotive and ventilating trade for over a third of a century.

'52

THE FRESH-AIR MAKER LINE—

larger and better than ever before—is designed for top performance, good looks, and with selling features to make both you and the customer want it. And it is priced right.

You can't tie up with a better setup for sales and profits. The four models pictured are right down the middle of the alley of a big, popular demand. There's nothing better on the market for the price, nothing that will out-perform, nothing that's quieter for the work it does, and nothing that gives better, all around value than a Fresh-Air Maker. It will pay you to investigate.

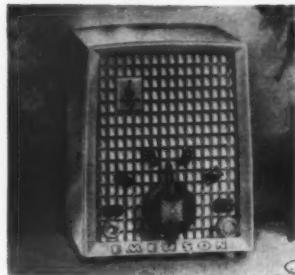
And then there's the old tried and true Fresh-Air Maker successes embracing over thirty models of fans and a generous assortment of centrifugal blowers for a great many popular demands.

- ATTIC FANS
- HORIZONTAL ATTIC FANS
- WINDOW FANS
- EXHAUST FANS
- PORTABLE FANS
- SINGLE INLET CENTRIFUGAL BLOWERS
- DOUBLE INLET CENTRIFUGAL BLOWERS
- UTILITY BLOWERS

SCHWITZER-CUMMINS COMPANY
VENTILATING DIVISION
INDIANAPOLIS 7, INDIANA
ENGINEERS AND MANUFACTURERS
of *Fine Fans*
for over 30 years



NEW PRODUCTS



EMERSON Radio

Emerson Radio & Phonograph Corp.,
111 Eighth Ave., New York, 11, N. Y.

Model: No. 706 a.c.-d.c. table radio.

Selling Features: Cabinet measures 4½ in. wide, 6½ in. high, 4½ in. deep; built-in Ferrite bar loop antenna; plastic cabinet available in pastel pink, yellow, grey, ivory, walnut, gun metal, maroon; gold front grille panel.

Prices: \$19.95 in walnut; \$22.95 in assorted and pastel colors.

Electrical Merchandising, Apr. 1952



MOTOROLA Radios

Motorola, Inc., 4545 Augusta Blvd.,
Chicago, 51, Ill.

Models: Home radio line consists of 20 sets including a clock radio; an AM-FM table model and 8 portable radios.

Selling Features: Clock radio combines appearance and performance of a precision instrument; controls can be preset to turn radio on or off at any desired time up to 60 min.; an appliance outlet, also controlled by time switch, will start any appliance simultaneously with starting of music and the alarm sound. Available in walnut plastic (No. 5206), ivory or forest green (52C7 and 8).

Portable models have plastic and metal cabinets in maroon, gray and forest green; 7 receivers operate on a.c. or d.c. as well as on self-contained batteries, while the 8th model is battery operated only.



Escort Jr., styled like a camera, in die-cast metal case, features low battery drain; Escort, a.c. d.c. and battery operated version (42B1 and 52B1).

Playmate Jr., (52M1, 2 and 3) in armored steel case with hinged polystyrene cover; aerovane antenna.

Luxury model, Town and Country, (62L1, 2 and 3) in polystyrene case; front section is hinged at bottom so tuning dial panel can be folded into set; automatic cut-off switch preserves battery power when set is operating on house current.

AM-FM table model (72XM21) features coaxial tuner for accurate tuning of FM stations and preventing drifting or fading throughout entire FM band; available in 2-tone gray.

Other models in line include 52H series which features design of flat planes relieved by parallel vertical lines, molded dial numerals and sweep tuning indicator covered by plastic window; 52X series features transparent dial on top of cabinet, perforated front that serves as grille for oval dynamic speaker; and 62X series in plastic 2-tone case with easy-to-read dial and sweep tuning indicator.

Prices: Clock-radios from \$36.95; portables from \$24.95 to \$49.95; AM-FM table model, \$54.95; other table models from \$17.95 to \$39.95.

Electrical Merchandising, Apr. 1952

TV BRIEFS



A new coin-operated radio No. HR-105A designed specifically for hospitals, sanitariums and convalescent homes is announced by Philtaim Electric Div., OK Stamping Corp., Ft. Wayne, Ind. 5 tubes plus rectifier; new ferrite rod built-in antenna; 3-in. convex under-the-pillow speaker that is audible only to patient; adaptable to any hospital bed; mounts on pivoting bracket that allows it to be moved in 90-deg. arc; coin magazine holds up to 7 unplayed dimes, each providing an hour's entertainment.

TV picture tubes made with a choice of 3 methods of focusing are announced by Sheldon Electric Co., Div., Allied Electric Products Inc., Irvington, N. J. Methods of focus are: standard electro-magnetic focus; low-voltage electrostatic focus; and automatic focus.

America says "YES!" to HALOLIGHT*

THE FRAME OF LIGHT THAT'S KINDER TO YOUR EYES



The MADISON—Beautiful 20" Console in Mahogany or Blonde. Features HALOLIGHT in famous Movie-Clear* receiver. Built-in tuner for all-channel UHF reception also available in Mahogany models.

**SCIENCE MAKES
IT BETTER!**

SYLVANIA 
TELEVISION

®Sylvania Trademark

TELEVISION SETS; RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT LAMPS, FIXTURES, SIGN TUBING, WIRING DEVICES, LIGHT BULBS; PHOTOLAMPS; RADIOS. SYLVANIA ELECTRIC PRODUCTS INC., RADIO AND TELEVISION DIVISION, 254 RANO STREET, BUFFALO 7, NEW YORK

**-AND SYLVANIA
SALES ZOOM!**

**BIGGEST SELLING FEATURE EVER
PUT ON A TELEVISION SET**

THEY'VE HUNG OUT the welcome sign for HALOLIGHT! Only a few months ago, Sylvania introduced this great new eye-comfort feature—and retail sales have skyrocketed!

HALOLIGHT gives the buyer what he wants—greater comfort in TV viewing. HALOLIGHT applies the scientific principle of "Surround Lighting" to television. The soothing, restful effect is *instantly apparent to the viewer*.

In your store-window or on your floor, HALOLIGHT is a standout—the only TV set that *looks different, is different, sells on sight!*

Ask your Sylvania distributor for the facts and figures. The Sylvania band-wagon is moving fast for '52—get aboard it NOW!



The COOLIDGE—Superior reception and fringe-area performance in this handsome 20" Table Model with HALOLIGHT. Selected Mahogany grained laminate veneer cabinet—scratch-, burn-, and stain-resistant. A real value-leader in big-screen television.

Truly Modern Radios by SYLVANIA



New, colorful, dependable—in colors to suit every taste and decor. Radio-Clock wakes you to music, turns itself off when you sleep, controls any appliance.

Trim, modern Table Radio, like Radio-Clock, has an unusually large speaker and built-in antenna.

Real sales-winners, both of them—and big volume builders for your store!

Hand-Picked Prospects for You



Day after day, the people in *your* territory who are going to build their own new homes are located by the world's largest construction news gathering organization.

Then . . . a book of catalogs, illustrating and describing the varied products needed for new homes, is mailed to these prospects of yours. This book—Home Owners' Catalogs—is used and kept while these prospects are planning what they will want to buy for their new homes. It is important to you that the products you stock, show and sell are completely described to these buyers *before* they make their final decisions.

That is why General Electric Company—Major Appliance Division—distributes its colorful folder, "General Electric Appliances for Better Living", in each copy of Home Owners' Catalogs. General Electric *knows* this is the way to do a thorough pre-selling job for you. General Electric *knows* these home-planners are outstanding prospects for you because they must buy the kinds of things you sell.

Whatever you sell you can get the names and addresses of hand-picked prospects in your territory.

MAIL COUPON TODAY

Tell me how I can get the names and addresses of prospects for new-home products . . . *in my territory*. (Available in local marketing areas within 37 eastern states only).

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

HOME OWNERS' CATALOGS

Dept. GEM, 119 West 40th St., New York 18, N. Y.

NEW PRODUCTS



Oak Electronics, Buffalo, N. Y., announces a new Oak Booster for TV and FM. Uses Mallory induc-tuner in a newly engineered circuit; provides variable band width to control adjacent channel interference and reduce noise to minimum; uses new "Q" multiplier circuit; Dual input and output; automatic on-off. Price \$39.95.

A New Emerson Snap-on-Removable bezel and safety glass device announced by Emerson Radio & Phono Corp., New York City, is designed to keep the picture tube clean. User can remove bezel and safety glass, clean dust or soot from tube and glass, replace glass and snap bezel back without aid of tools.

RCA Victor Corp. announces a new 17-in. all-glass kinescope with low-voltage electrostatic focus. The new focusing electrode has its own base-pin terminal, whether used for fixed focus or for adjustment of focusing voltage, focus can be maintained automatically despite variations in line voltage or change in picture brightness. No. RCA-17HP4, has filterglass faceplate, an external conductive bulb coating and an ion-trap gun; picture screen is 14 $\frac{1}{2}$ x 11 $\frac{1}{2}$ in.

Tricraft Products Co., 1535 N. Ashland Ave., Chicago 22, Ill. announces a Tricraft "Tenna-Boat" antenna No. TB400. Designed in form of ceramic sailboat in dark green, crimson and golden harvest, sails are pastel shaded plastic; boom of boat is movable for best reception; mooring peg operates a tuning condenser. Price \$12.95.

JFD Mfg. Co., Brooklyn, announces a new indoor antenna TA137 to be sold for \$5.50. Two 3-section telescoping aluminum dipoles provide sharp, clear reception of signals in difficult local sections. Tip-proof, ratchet contour inside moulded Bakelite housing insures firm grip and sure hold.

Guy Hobbs Inc., Dallastown, Pa., has designed a new TV base cabinet No. 109 to hold all 17-in. and nearly all 20-table in. TV sets, and a 2-door base cabinet No. 108, which provides storage space for records and record players. Both bases available in mahogany or blond hand-rubbed hardwood.



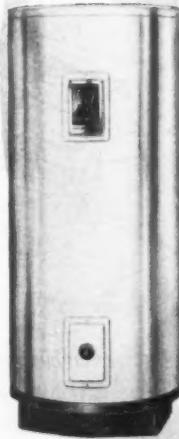
TOASTMASTER

...one great name on TWO types of
AUTOMATIC WATER HEATERS!

TROUBLE-FREE performance with

Electricity

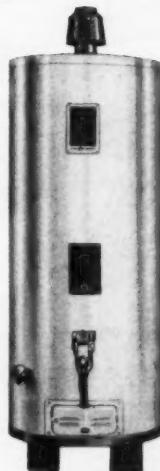
means these water heaters stay sold!



In a nationwide survey of "Toastmaster" Electric Water Heater owners, 97% of those replying said: "No service of any kind has been required." So you avoid complaints, loss of good will. You enjoy full income per sale.

"Toastmaster" Electric Water Heaters lead in operating economy, too. "Life-Belt"** Element heats gently over a wide area, prevents lime and scale formation. Sombrero baffle keeps incoming cold water from cooling hot water in the tank. Fiberglas insulation keeps heat in—all heat goes into the water. Optional "Ionodic"** System helps prevent corrosion—cuts service calls.

Five Standard models and seven Commander sizes help you suit every customer need. Each carries a ten-year service warranty. Return the coupon for full details.



"SERVICE RATING" with

Gas

sells water heaters for you!

"Service Rating" of the "Toastmaster" Automatic Gas Water Heater gives you a real selling edge. It helps you give your customers the most economical buy. Fast recovery almost doubles the storage capacity of the tank during one hour. So you sell your customer what he needs—*delivery capacity*. He's happy and you've made a friend.

Absolute safety shutoff to burner and pilot with Unitrol Senior. "Ionodic" System (optional) helps prevent corrosion. Aluminized external flue increases efficiency, lengthens service life. Fiberglas-insulated, sides and top. Anti-clog raised port burner. AGA approved.

In 20, 30, and 45-gallon sizes. Each carries a ten-year service warranty. Get all the facts now on the dealership available on this top-quality gas water heater line. Clip and mail the coupon.

Built by the makers of
the famous "Toastmaster"** Toaster

TOASTMASTER

Automatic Water Heaters

**TOASTMASTER," "LIFE-BELT," and "IONODIC" are trademarks of McGraw Electric Company, makers of "Toastmaster" Toasters, "Toastmaster" Water Heaters, and other "Toastmaster" Products. Corp. 1952, Clark Division, McGraw Electric Co., Chicago, Ill.



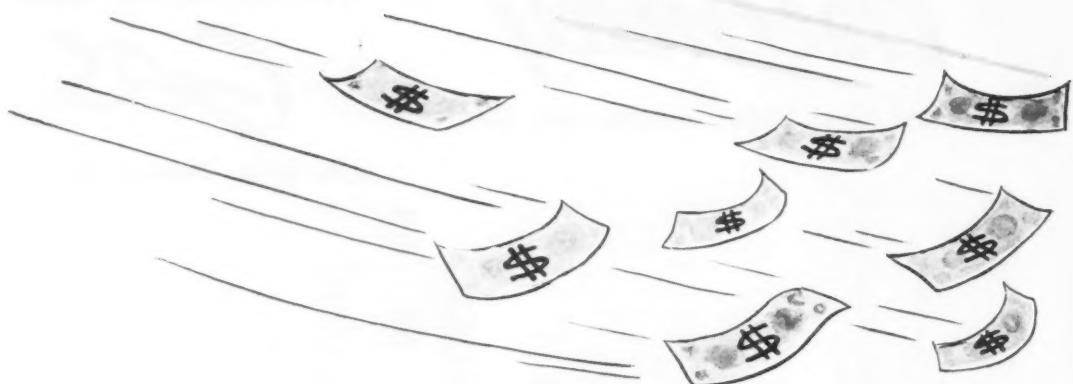
Mr. Dealer! Write today!

Sales Manager, McGraw Electric Co., Clark Division
5201 W. 65th St., Chicago 38, Ill.
E-42
Please send me full details on the profitable "Toastmaster" dealership checked below:

Automatic ELECTRIC Water Heater
 Automatic GAS Water Heater

Name _____
Business _____
Address _____
City _____
Zone _____ State _____

What d'ya say we close the



Whoosh!—millions of dollars flying out the window.

What kind of dollars? Dollars that *should* be flying into your pockets!

They're the dollars that are spent on *vacuum cleaners* (\$236,516,250 last year). And vacuum cleaners are appliances . . . which is *our business, your business*.

And it's no business to turn our backs on. Vacuum cleaners would be one of your *biggest** items if they went through your store—*like other appliances*. So isn't it about time we started *getting* this business?

You're darn right it is.

And *now* is the time! For the first time in history,

we've got everything we need. *A superior cleaner!* Nobody can touch us on that. And massed behind it—the biggest magazine (*and television!*) advertising campaign in vacuum cleaner history! *Plus*—a complete merchandising program and a complete co-operative advertising program!

This is your opportunity. Don't miss it. Let's get vacuum cleaner profits where they belong: *in your store*. Call your G-E distributor, *right now*. He's waiting to hear from you.

General Electric Company, Small Appliance Division,
Bridgeport 2, Connecticut.

* 1951 industry figures (source: *Electrical Merchandising*) indicate that for every \$1,000 of electric range business you do, you *should* be doing \$690 in vacuum cleaners. That's how big this business is!

You can put your confidence in—

GENERAL  **ELECTRIC**

window?



BERNS AIR KING

Sure signs of big summer business! The NEW, IMPROVED BERNS AIR KING products designed to start a sales heat wave in your store. Built for extra service...styled for added appeal...priced for greater value. Four big reasons why the complete BERNS AIR KING line is your assurance of profitable selling weather.

*new fan profits
for you in '52!*



rising profit opportunities

DRI-AIRE Electric Dehumidifier

The dehumidifier market is growing! Now you can offer a typical BERNS AIR KING quality, style and value in a unit that efficiently dehumidifies 9,000 to 10,000 cubic feet... yet requires only 13" x 13" x 24" floor space. Removes 2 to 3 gals. of water every 24 hours. Permanently oiled, hermetically sealed. List, incl. exc. tax, only.....

\$139.95



hot sales weather ahead

FAN-MOBILE powerful—portable—all-purpose

The one fan that does practically everything—helps you sell every prospect! Can be moved from room to room... vents heat or moisture from any part of your apartment... exhaust or intake. Adjustable in height. 3-speed operation, 16 inch blade and more efficient Ventura design. Handsome Ivory finish and chrome trim. List, incl. excise tax, only.....

\$69.95

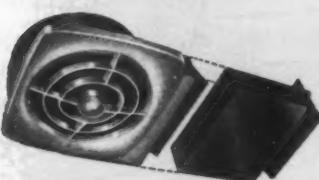


clear selling advantages

20" PORTABLE WINDOW VENTILATOR

Extremely popular thin model NOW ELECTRICALLY REVERSIBLE to make it even more sales-appealing! Does a big job of cooling yet can be easily moved from room to room. Installs with just 4 screws, adjustable in 20" model with 2 speeds.

ALSO: ORIGINAL BERNS AIR KING MANUALLY REVERSIBLE WINDOW VENTILATORS that permit adjustment to any position. America's fastest selling models available in 10", 12" and 16" sizes.



brighter profit prospects

BLOWER TYPE FAN BLADE

BUILT-IN KITCHEN FAN

Most improved kitchen fan ever available! Equipped with a blow type fan blade that maintains constant high air exhaust volume—helps prevent motor burnouts. Shallow design 3 1/4" deep overall. Mounts in ceiling or sidewall. One screw removal of grille. Bernd Air King Kitchen Fans also available in Fully Automatic, Wall Switch Controlled and Pull Chain models, 8-inch and 10-inch sizes priced from

\$27.55

list, incl. excise tax.

Available Through Leading Electrical Wholesalers Everywhere or write for complete catalog to...

BERNS MANUFACTURING CORP.
3050 NORTH ROCKWELL STREET, CHICAGO 18, ILLINOIS

He Sells by the Book

— CONTINUED FROM PAGE 121 —

George Wagner calls his store "The George Company," to avoid conflict with his father who has been a building contractor a long time in Austin. When he came back home to open a retail business a few years ago, he ducked the downtown area and built a cement block building out of the city limits, next door to a graveyard. He has acres of space for parking (not in the graveyard). Taxes, he says, are \$280 a year. The same size building would cost him \$400 a month in downtown Austin. The store is open five nights a week and he does his big business in the evening when town-folks or farmers motoring around go by.

The George Company possibly spends more for newspaper advertising than any other appliance retail outlet in Austin. One slick promotion was called "Appreciation Day" and built around a series of demonstrations in the store. The catch that got them in was the declaration that all appliances used in demonstrations were to be sold to the highest bidder. People came in to bid on the demonstration merchandise, and incidentally tipped the store off on how much money they had to pay, and what they were interested in.

All appliances demonstrated in the store are hooked up and ready to operate—from a Whirlpool washer down to a clothes dryer or Westinghouse electric range.

"Located as we are at the edge of town we do not have too many people in the store at one time," says Wagner. "This is ideal as it permits us to put on a leisurely demonstration and send every appliance through all its paces."

George Wagner has records to show the status of each line, which model is active, and each appliance sold. He bases his sales plans on his records, he says. He claims that he has set a peak of \$250,000 volume in a town of 23,035 people.

The store sells repair parts to customers and does its own service. Rebuilt appliances are kept in the basement along with the parts in the service department, Wagner feeling they belong together.

End



"JUST GETTING READY IN CASE THINGS GO TO POT."

Meet your new Springtime Arvin promotional models!



You can sell genuine Arvin Dual Power performance for a lot less than your customers expected to pay! More tubes, more power, more features than best-known top-selling makes, as proved on the chart below. Slanted glare-proof safety glass—17-inch Perma-Focus picture—famous Arvin simplified tuning and interference controls—plenty of advantages to whip competition in a showdown of value! (Matching table extra.) Model 5175TM. **\$249.95***

Model 5175TM

These hammer-and-tongs selling facts prove that Arvin has
MORE TUBES, MORE POWER, MORE FEATURES
than the best-known, top selling makes!

CHECK ALL THESE FEATURES	ARVIN Dual Power Custom 17" table model	The 3 present top-selling makes of TV			Means THIS to YOU:
		Make "A" 17" table model	Make "B" 17" table model	Make "C" 17" table model	
Number of tubes (including rectifier tubes and picture tube)	26	23	21	23	More tubes mean more power and greater range.
Tone Control	YES	NO	NO	NO	As much treble or bass as you want.
Local-Distance Control	YES	NO	NO	NO	"Distance" uses full power to pull in remote stations. "Local" subdues strong signals to prevent distortion.
Keyed Automatic Gain Control	YES	YES	YES	NO	Checks "airplane flutter" and other electronic interference.
Number of Rejecting I.F. Traps	7	5	0	3	These trap circuits reject interference.
I.F. Circuit	41.25MC	41.25MC	21.25MC	21.25MC	Intermediate Frequency Circuits in 41 megacycle spectrum minimize interference, facilitate UHF conversion.
Video I.F. Stages	4	4	3	4	Four picture I.F. stages provide extra sensitivity and selectivity.
Phono-Jack	YES	YES	NO	NO	Permits connecting record player.

Now, ready for your energetic springtime promotion, Arvin presents two all-new 17-inch Dual Power Custom models loaded with new features and customer-appeal! Your Arvin TV profits stay in your pocket—because service calls are few and far-between! Why? Because freedom from trouble is an outstanding characteristic of Arvin's mighty Dual Power Custom Chassis—26 tubes for perfect reception and dependable performance.

A few protected distributor franchises are still available

Write Ray Spellman, Sales Manager, Radio & Television Division

Arvin Industries, Inc., Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)



There's **not another 17-inch console TV on the market that gives you the standout selling ammunition you'll find in this brand new Arvin Model 5176CM**—a fine open-face, mahogany console with every feature of Arvin's Mighty Dual Power Chassis, fine construction, rock-steady reception—and slanted glare-proof safety glass to add to enjoyment of every program. Model 5176CM. **279.95***

*Prices are for Zone 1. Federal Tax included.

Arvin TV
 **VISIBLE VALUE**
 You can see the difference!



Sell A-P Automatic Heat Control with all your space heaters for satisfied customers — extra profits

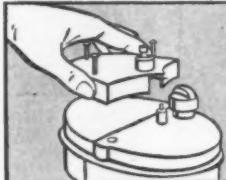
Give your customers "dial control" plus economical heating — with this practical accessory

You profit twice when you add an A-P Comfort Control to every oil-burning space heater sale. It's an easy-selling accessory that makes every space heater customer a satisfied customer. If you sell any of the space heaters on the list below, you can offer the comfort and convenience of thermostatic heat control, plus fuel-saving economies . . . for less than the cost of a subscription to a favorite newspaper.

It's so easy to install, you can pocket the added profit without the worry of service problems. Start cashing in today with this *Extra-Profit* builder. Show it, demonstrate it . . . and you'll sell it.

Easy to Install

Changeover to automatic heat is simple with the A-P Comfort Control. Furnished complete with conversion electric top, thermostat and plug-in transformer. Choice of electric or mechanical type — for all popular oil-fired space heaters.



WHAT BRAND DO YOU SELL?

ALLEN'S	ENTERPRISE (Canada)	INTERNATIONAL
BARNES	ESTATE HEATROLA	JUNGERS
BENNER-NAWMAN	EVEN-TEMP	KEMAC (Canada)
BEYER	FAWCETT TORRID-OIL (Canada)	KLEER-KLEEN
COLE HOT BLAST	FESS (Canada)	LACE
COLEMAN	FLOOR-O-ATOR (Canada)	LONERGAN
COLEMAN (Canada)	FLOREnce	MACHAND (Canada)
CREST-AIRE (Canada)	GILLIN	MONARCH (Canada)
CUST-AIRE	H. C. LITTLE	MONOGRAM
DOMESTIC	HERCO HEAT FLO (Canada)	NESCO
DRACO FIREBALL	ORAN	NORGE HEAT
DUO-THERM		FRUGAL
ENTERPRISE		

A-P CONTROLS CORPORATION

(formerly Automatic Products Company)

2400 N. 32nd Street • Milwaukee 45, Wis. • In Canada: A-P Controls Corp. Ltd., Cookeville, Ont.

How to Tie In with the National Campaign

CONTINUED FROM PAGE 75

for every dealer who expects to sell any substantial quantity of electric housewares as gifts. Here you have a chance of creating good will and repeat sales. Gift wrapping can be set up as a free service, on a flat rate charge or on a charge basis according to the amount of time and material consumed. If appliance dealers are not equipped to handle gift wrapping, the *Plan Book* offers an efficient and compact gift wrapping unit at small cost. The unit holds six rolls of wrapping paper for the various gift occasions and eight spools of matching ribbon. It measures only 29 in. high and 22x11 in. at the base. If your sales staff is inexperienced in gift wrapping, the *Plan Book* also offers a how-to gift wrapping booklet filled with illustrations and easy-to-follow instructions.

Another good way to establish the appliance store as a gift store is through gift certificates. Many times a shopper is sold on the idea of an electric housewares gift, but is undecided on which item to give. The gift certificate solves the problem. Then, too, it creates the double traffic of giver and recipient and presents the possibility of an additional sale. The certificate should be attractive enough to take the place of a gift in the eyes of the customer.

The entire campaign places a great deal of emphasis on visual merchandising as one of the most effective and economical ways to win results. Dealers should set up a permanent electric housewares gift display in a good traffic location where it will catch the eye of every passing shopper. Dramatize the gift idea by including gift wrapped dummy boxes in the display. Electric housewares are more inviting when they're kept bright and clean . . . so have them polished free from finger marks every day.

Merchandise the display for each specific occasion. With Mother's Day coming up, May 11, feature electric housewares gifts for "Mom." Garnish display with carnations, pink or red and white crepe paper, dummy boxes wrapped in Mother's Day gift paper.

Devote window space to electric housewares gift displays. The *Plan Book* furnishes dealers with seven eye-catching displays for the various gift occasions. These are photographed and described so that every dealer can set them up easily and at practically no extra cost.

Along with displays, dealers should demonstrate electric housewares items whenever possible. Many stores have found this to be one of the best methods for creating customer interest and clinching sales. You can have one of your salespeople—preferably a woman—take over the demonstrator job with little practice. Offer demonstrations on certain days or at a specific time each day. Pass out samples of coffee made with an electric coffeemaker, grilled snacks made on the sandwich grill or blender-made fruit or vegetable drinks. Electric roasters, food mixers and deep fryers also afford unusual opportunity for effective demonstration to watching shoppers.

Excellence Will Pay Off

Once again, the industry is holding a national display contest. You can submit as many snapshots or photographs of your electric housewares gift displays as you wish, together with the same information as in the ad contest. Awards will also be made in the form of first prize plaques and certificates of excellence.

With Mother's Day only a month away, start preparations now for an all-out promotion. This is a top profit opportunity for the electric housewares
(Continued on page 178)



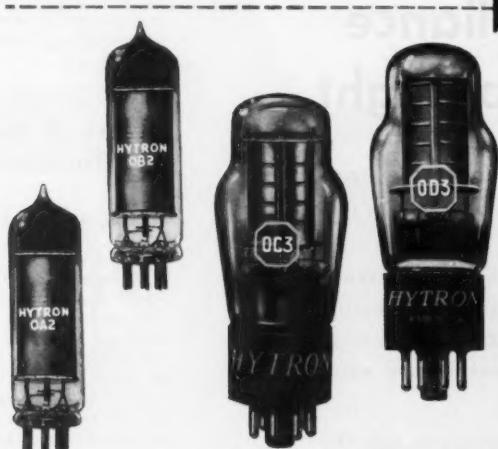
"When we think of V-R tubes, we think of CBS-HYTRON"

TUBES ARE KNOWN BY THE COMPANY THEY KEEP

It's automatic with scores of top-flight manufacturers. They turn to CBS-Hytron for the miniature OA2, OB2 and standard OC3, OD3.

That's only natural. They know CBS-Hytron has the know-how... know-how gained from making over 15,000,000 voltage regulators. They know CBS-Hytron supplies these apparently simple tubes to either JAN or commercial specifications. (In fact, CBS-Hytron's factory tests of VR tubes are much tougher than JAN.) And they know CBS-Hytron... top producer of VR tubes... can be depended upon for prompt delivery.

Follow the leaders yourself. Buy the best. Order your gaseous voltage regulators from CBS-Hytron.



Write for Complete Free Data on
CBS-HYTRON voltage-regulator tubes



MAIN OFFICE: Salem, Massachusetts

Reads like the blue book of electronics... this list of famous companies who from long experience buy the best in voltage-regulator tubes... CBS-Hytron.

Admiral Corporation • Airborne Instruments Lab., Inc. • Aircraft Armaments, Inc. • Aircraft Radio Corp. • Airesearch Mfg. Co. • Applied Physics Corp. • Applied Research Laboratories • Arma Corporation A.R.F. Products, Inc. • Atomic Instrument Co. • Audio Products Corp. • Ballantine Laboratories, Inc. • Arnold O. Beckman, Inc. • Bell Aircraft Corp. • Bell Telephone Laboratories, Inc. • Bellair Electronics, Inc. • Bendix Aviation Corp. • Berkeley Scientific Corp. • Bill Jack Scientific Instrument Co. • Bright Radio Laboratories • The Brinnell Co. • Browning Laboratories, Inc. • J. H. Bunnell & Co. • Cambridge Instrument Co., Inc. • The Allen D. Cardwell Mfg. Corp. • CBS-Columbia, Inc. • CBS Television • Collins Radio Co. • Connecticut Telephone & Electric Corp. • Consolidated Vultee Aircraft Corp. • Cornell-Dubilier Electric Corp. • Crosley Division, Avco Mfg. Corp. • DDD Manufacturing Co. • Douglas Aircraft Co., Inc. • Allen B. DuMont Laboratories, Inc. • Edo Corporation • Eicor, Inc. • Electro-Physical Laboratories, Inc. • Electrotechnic Corp. • El-Tronics, Inc. • Fada Radio and Electric Co., Inc. • Fairchild Guided Missiles Div., Fairchild Engine and Airplane Corp. • Federal Manufacturing and Engineering Corp. • Federal Telecommunication Laboratories, Inc. • Federal Telephone and Radio Corp. • Ford Instrument Co., Div. of Sperry Corp. • Gavco Laboratories, Inc. • General Communication Co. • General Precision Laboratory, Inc. • General Radio Co. • Gilfillan Bros., Inc. • Conset Company • The Gray Mfg. Co. • The Hallicrafters Co. • The Hammarlund Mfg. Co., Inc. • Harvey-Wells Electronics, Inc. • Hazeltine Electronics Corp. • Hewlett-Packard Co. • Hickok Electrical Instrument Co. • Hoffman Radio Corp. • Hubbell & Miller Co. • Industrial Control Co. • Industrial Development Engineering Associates, Inc. • Jack & Heintz, Inc. • Jackson Electrical Instrument Co. • Kepco Laboratories, Inc. • Lavoie Laboratories, Inc. • Lear, Incorporated • Lewyt Corporation • Link Radio Corp. • Loral Electronics Corp. • Lyman Electronic Corp. • Lysco Mfg. Co., Inc. • P. R. Mallory & Co., Inc. • The Glenn L. Martin Co. • The W. L. Maxson Corp. • McDonnell Aircraft Corp. • McElroy Manufacturing Corp. • Melpar, Inc. • Midwest Engineering Development Co., Inc. • Minshall-Estey Organ, Inc. • Motorola, Inc. • National Company, Inc. • National Electrical Machine Shops, Inc. • National Research Corp. • National Research Council, Canada • New London Instrument Co. • Nuclear Measurements Corp. • Nutone, Inc. • Photobell Co. • Pilot Radio Corp. • Portable Electric Tools, Inc. • Precision Apparatus Co., Inc. • Press Wireless Mfg. Co., Inc. • Radiation, Inc. • Radio Development & Research Corp. • Radio Engineering Laboratories, Inc. • Rauland-Borg Corp. • Raymond Rosen Engineering Products, Inc. • Raytheon Mfg. Co. • Reed Research, Inc. • Sanborn Company • Sangamo Electric Co. • Schuttig & Company, Inc. • Sentinel Radio Corp. • Servomechanisms, Inc. • Setchell Carlson, Inc. • Shallerco Mfg. Co. • F. W. Sickles Div., General Instrument Corp. • Sierra Electronic Corp. • A. F. Smuckler & Co., Inc. • Sonar Radio Corp. • Spencer-Kennedy Laboratories, Inc. • The Stamford Electronics Co. • Fred Stein Laboratories • The Superior Electric Co. • The Technical Materiel Corp. • Telechronic, Inc. • Tel-Instrument Co., Inc. • Times Facsimile Corp. • Tracerlab, Inc. • Trad Television Corp. • Transducer Corp. • United Scientific Laboratories, Inc. • Varo Mfg. Co., Inc. • Wells-Gardner & Co. • Western Electric Co. • Western Sound & Electric Labs., Inc. • Westinghouse Electric Corp. • Weston Electrical Instrument Corp. • Weston Laboratories • Wilcox Electric Co., Inc. • Witco Mfg. Co.

In addition to many other prominent manufacturers, the U. S. Army, Navy, Air Force, Coast Guard, AEC, CAA, FCC, National Bureau of Standards, government development laboratories and other government agencies, well-known research laboratories and universities, foreign countries, and the nation's leading electronic parts distributors.



How to put your appliance business in the sales spotlight

WHEN YOU ADVERTISE in the 'yellow pages' of the telephone directory, you're turning the sales spotlight on your business.

Survey after survey throughout the entire nation has proved that 9 out of 10 shoppers use the 'yellow pages' for buying information. That's why it's smart business to advertise in the

'yellow pages' under the headings that cover all products and services you offer.

The Classified helps you reach out for new prospects...to remind old ones. It's the ideal way to put your business in the sales spotlight.

For further information call the directory representative at your telephone business office.



How to Tie In with the National Campaign

— CONTINUED FROM PAGE 176 —

dealer that rates second only to Christmas.

Use this checklist to make sure you haven't forgotten anything.

Have you:

- Arranged an attractive Mother's Day gift display at point-of-purchase?
- Prepared Mother's Day selling sign copy?
- Trimmed a window with electric housewares gifts for Mother?
- Ordered and put up industry display material?
- Scheduled and prepared Mother's Day newspaper advertising?
- Scheduled Mother's Day radio spots to coincide with newspaper ads?
- Checked your stock of gift certificates and ordered more if necessary?
- Made an attractive gift certificate display?
- Ordered Mother's Day gift wrappings or the gift wrapping unit?
- Re-wrapped dummy gift boxes with Mother's Day gift paper and ribbon?
- Coached sales staff on all phases of the promotion?

No matter what the gift opportunity, a thorough promotion along the same lines will pay off for Father's Day, graduation, weddings, anniversaries, showers or birthdays. End

You're in the Gift Business

— CONTINUED FROM PAGE 75 —

— 72 pieces in all. Dealers can order the kit at cost, \$3.95.

A national display contest for dealers similar to last year's, will be staged, and concurrently, a national advertising contest. Industry first prize plaques and certificates of excellence will be awarded to the best entries and runners up in each retail division.

During the year the industry will conduct a 20-city research study for the purpose of gaining new information and new ideas. The results will be used for implementation in a later phase of the campaign.

Many city-wide promotions will be carried on this spring, spearheaded by local electric light and power companies, electrical leagues and electrical associations. Dealers who tie in with these programs will be able to direct more gift traffic into their stores and increase the impact on the consumer.

Appliance dealers have barely scratched the surface of the multi-billion dollar gift market. The time is ripe to start digging...right now for every-day gift occasions, soon for Mother's Day. The Gift Campaign makes dollars and sense! Tie in and cash in now! End

PROSPECTS EVERYWHERE

for CROSLEY ROOM AIR CONDITIONERS!



BEDROOMS



HOSPITAL ROOMS



HOTEL ROOMS



SHOPS AND STORES



The new line of Crosley Room Air Conditioners offers you a practically unlimited market. Look around your own neighborhood and you'll see for yourself the countless number of prospects you have. Crosley

Room Air Conditioners are designed and manufactured so that you can offer customers the air conditioning they want and assure them complete, continued satisfaction.

See Crosley . . . compare Crosley . . . and you'll sell Crosley!



LIVING ROOMS



DOCTORS' AND DENTISTS'



BUSINESS OFFICES



NURSERIES

MODEL ACD-75

for rooms up to 485 sq. ft., $\frac{1}{4}$ horsepower, controls for ventilation, circulation, cooling, and exhaust. Two-speed fan switch. $15\frac{1}{4}$ " high, 27" wide, 27" deep. 110 or 230 volts. $\frac{1}{4}$ -horsepower and $\frac{1}{2}$ -horsepower models also available—all with these big selling features: Quiet Compressor . . . Simplified Controls . . . Adjustable Vent . . . Replaceable Air Filter . . . Beautiful Cabinet . . . Easy Installation.

*Certified rating based on standard ASRE conditions.

CROSLEY

Division  Cincinnati 25, Ohio



CROSLEY . . . Better Products for Happier Living

Here's what we mean
when we say—

WILSON

is the **COMPLETE**
FREEZER LINE

HERE'S A WILSON FREEZER FOR EVERY NEED

**SELF-CONTAINED
CHEST FREEZERS**

3 popular sizes.



**SELF-CONTAINED
UPRIGHT
FREEZERS**

2 large-capacity
space-saving models



**REMOTE
COMPRESSOR
UNIT UPRIGHT
FREEZERS**

3 capacities—
30, 60, 90 cu. ft.



THERE MAY BE A WILSON FRANCHISE AVAILABLE FOR YOU

Write, wire, or phone for complete information today.
A few valuable territories still open.

WILSON REFRIGERATION, INC.

Smyrna, Delaware

HOME FREEZERS • FARM MILK COOLERS • COMMERCIAL REFRIGERATION

They Make Friends with Small Appliances

CONTINUED FROM PAGE 96

close to their new home. Frequently they mention their immediate need of such assistance. Sometimes they express interest in some major item and are assured that the Morrises carry a complete line. All of this information is noted on the report which goes to the store. On this report also are entered such pertinent data as number of children, invalids in the family, hobbies, husband's business, and other facts which seem useful. On leaving, a card is presented to the housewife which entitles her to a second small gift whenever she brings it into the store. About 75 such calls are made each month.

These reports are studied by Mrs. Morris as they come in, so that when these newcomers or other prospects arrive in the store they can be greeted with a knowledge of background and interests which make for immediate friendliness. Mrs. Morris uses the telephone to follow up some of the important leads shown on the reports. In other cases she sends an appropriate folder through the mail, picking up the interest expressed by the prospect. A fair proportion of the prospects bring in their cards themselves. Most frequent need which occasions this initial call is for the repair of some small appliance.

Making Friends

This is always a friendly occasion. Mrs. Morris, who is usually the one handling the store business, increases this neighborly atmosphere by her sympathetic and intelligent interest in the problem involved. Realizing

how hard it is to be without a toaster or iron while getting settled in a new home, she may offer to lend the customer a substitute appliance while the old one is being repaired. These loan appliances are always the latest model types which are so much better than the appliances under repair that the customer is tempted to buy the new appliance before the transaction is closed. In all cases, the housewife is genuinely grateful for the courtesy and wants to repay it later by making purchases from the store as need arises.

Bringing in the Neighbors

There are innumerable stories in connection with these initial contacts. One customer was so pleased with the welcome that she canceled an order for an appliance already placed elsewhere and bought from Locust Appliance. Another store shopper who came in at a busy time was offered the opportunity of taking a vacuum cleaner for home trial instead of the complete demonstration which Mrs. Morris did not have time to give. The delighted woman not only sold herself, but demonstrated the equipment to most of her neighbors during the week end.

Mrs. Morris keeps a careful card record of any thing pertinent to a customer, which is filed in a convenient top drawer of her desk. Thus, when a neighbor called up to ask for a "toaster just like the one you loaned Mrs. Jones when she had hers fixed", it was possible for her to pick out the card as she spoke into the phone and

(Continued on page 182)



A story worth repeating...

LEAK PROOF
LEAK PROOF
LEAK PROOF
LEAK PROOF
LEAK PROOF
LEAK PROOF



• Today's customer looks for dependable performance. That's why Ray-O-Vac LEAK PROOF flashlight batteries are more important to your customers than ever before.

And that's why we repeat the Ray-O-Vac LEAK PROOF flashlight battery story over and over again. In 1952, our consumer advertising will tell it more than 100,000,000 times! We don't want the consumer ever to forget it.

Since well before World War II, we have built a battery of such unique and superior construction that it could properly be called the Ray-O-Vac LEAK PROOF flashlight battery. And we have continuously featured LEAK PROOF in all advertising and promotion. It is now associated in the public mind as exclusive with Ray-O-Vac.

Consumers like both these ideas—well over a billion Ray-O-Vac LEAK PROOF flashlight batteries have been sold to date. Here is a tremendous foundation of customer satisfaction on which you and your customers can build a lasting business on batteries and flashlights—with Ray-O-Vac.

RAY-O-VAC COMPANY, MADISON 10, WISCONSIN • RAY-O-VAC CANADA, LTD., WINNIPEG, MAN.

They Make Friends with Small Appliances

CONTINUED FROM PAGE 180



In Chicago, it takes 2— to get your story across

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to reach even half of your city and suburban prospects.*

Today it takes two daily newspapers to reach a majority of the market—and for most net unduplicated coverage, one of your two must be The Chicago SUN-TIMES!

*See your copy of the independent Publication Research Service study, "Chicago Daily Newspaper Coverage and Duplication, 1951," or write us for details.

211 W. Wacker Drive, Chicago 6

250 Park Avenue, New York 17

Total Circulation, 586,970 Average Net Paid Daily (ABC Publisher's Statement for 6 mos. ending 9/30/51)

PAGE 182

to reply, "Oh yes, you liked the Universal." The deal was closed over the telephone.

Home repair jobs on large appliances, carried out for the most part by Morris himself offer occasion for more friendliness. He likes children—and is apt to have half a dozen standing around to watch the progress of the job. Blessed with a good memory, he remembers names and interests and takes the trouble to inquire later in regard to them. With true small town neighborliness, this is appreciated by the mothers. The job is inspected by everyone within half a mile of the appliance and almost inevitably leads to friendly contacts—and later purchases. Thus small appliances frequently open the way for large—and vice versa.

Shopping Service

One much appreciated friendly service rendered by Morris is a weekly trip to San Francisco where he is willing to undertake small errands, such as shopping about to locate a screw of a given size, a washer, or some small part not in any way related to his own line of equipment. These he sells at the price he acquired them, not bothering to charge for his own time, trouble or expense. It is a small thing—and sometimes a great nuisance for the Morrises, but nothing has paid off so well in making friends. When the time comes for the purchase of an appliance by any of the families so helped, they are sure to come in to Locust Appliance. At least nine of the small appliances sold during the last Christmas period were purchased by people who had benefited from this shopping service.

Every contact with the store is an opportunity for a friendly talk and offers a chance to inspect the stock. Mrs. Morris has tried to make visitors feel that, even although they do not plan to purchase, she is glad to have them around. During such casual visits there occasionally is much pertinent information acquired. One man, for instance, who came in with a screw he wanted matched (a matter of not more than 10¢) disclosed an interest

in electric shavers. He didn't have the spare cash for luxuries like that, he said, but he'd sure like to have one. Mrs. Morris later passed this information along to his wife. "Oh, good," was her response—"I've been wondering what to give him for his birthday." Result, one shaver sold. Husbands are particularly glad to have such suggestions as to wifely wants when they come to shop for Christmas or an anniversary.

Gift wrapping is a "must" with Jonne. She keeps attractive paper and ribbon at hand at all times and also has an assortment of cards for all occasions—Valentine's Day, Mother's day, Father's Day, birthdays and the like, which she is glad to furnish free. This often decides the final closing, the man being delighted to have the entire problem of his gift settled for him in such attractive fashion.

Above all, Mrs. Morris stresses the fact that she uses the appliances in her own home. Nothing so convinces a customer as the practical exchange of information from one user to another. Housewives gratefully note down recipes to be tried with their new waffle iron and appreciate suggestions for storage and care of the equipment which come from Mrs. Morris's own experience. Her washer and dryer, incidentally, she keeps attached in the rear of the store where she not only does her own family wash, but occasionally handles a week's load for a neighbor or friend, making a demonstration of the occasion. This area is directly opposite the repair section where her husband is apt to be at work. No visitor fails to note the shipshape look of the shop and the excellent equipment available. The occasion thus leads to later repair jobs and sales of small appliances, as well as to possible further interest in the laundry equipment.

The Morrises are church members; they keep up a friendly social life; they are good citizens and do their share in furthering projects for civic betterment. In short, they live up to their own tenets. They make good friends—and they give good service. And they sell lots of small appliances. End



APRIL, 1952—ELECTRICAL MERCHANDISING

NORGE Celebrates its Silver Jubilee

WITH THE

All-out effort to spur sales right in dealers' own towns!

You asked for it, brother, and here it is—the biggest campaign of its kind—right in your own backyard! No soft-pedaling here! Norge means business . . . and it's going to get it! Look: during April, May and June, Norge is going all-out at the local level to give Norge dealers the biggest, busiest, most profitable 3 months they ever had anywhere—anytime! It's not just another campaign. Everything goes—the works—and it's concentrated right where sales are made—in your own home town! Just look what Norge has waiting for you:

✓ **LOCAL ADVERTISING** — Power-packed ads—Newspaper, Television, Radio—that tell 'em fast and plain: *this is it—get here quick!* They're straight from the shoulder—aimed at sales!

✓ **OUTDOOR BILLBOARDS**—In full color and they're beauties! Real stoppers! Your signature at the bottom reminds passers-by where to go for their new Norge!

✓ **STORE DISPLAYS**—Lots of 'em! Including mailing pieces, window streamers, counter cards, and promotion material. Covering all products. Every one an eye-stopper!

✓ **DEALER PRIZES!** You are bound to win! Nothing to it in this contest 'cause everybody will win something! Thousands of wonderful prizes!



PRODUCTS THAT SELL—
SPEARHEADED BY THE HOTTEST
WASHER IN THE BUSINESS!

New NORGE Time-Line AUTOMATIC WASHER

Here's the automatic washer that's making sales history. No wonder! For it has all the features your customers could ask for—at a price that's *dollars below competition*. It's *fully automatic* from fill to finish—lets the amazing Time-Line do all the work. Demonstrate it once, and show 'em this sensational low price. It'll clinch those sales but *quick!*

Model AW-422 \$279⁰⁰

It's a campaign that'll really pull 'em in!

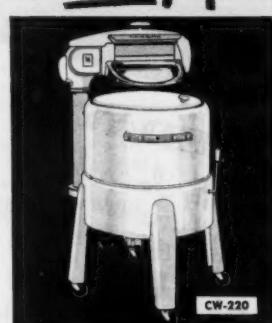


LOOK!
Here are just two
of the many special
promotion models!

New

Norge "Silver Jubilee" Gas Range has the features your prospects will be looking for. LOOK: non-clog burners, balanced heat oven, slide-out drop-front broiler, titanium porcelain enamel finish, and a price that's sweet and low—

\$99⁸⁸



New

Norge "Silver Jubilee" Washer does the work of a deluxe model costing dollars more. Take time to show your prospects how it can get a giant 8-pound wash super clean in just 7 minutes. Then show 'em the price—

\$99⁸⁸

Now more than ever . . .

NORGE advertising HITS HOME!

SALES UP. ■ ■ ■

"The success of our LIFE promotion is a matter of record. Sales of traffic appliances went up very definitely, and we sold more white goods in two weeks than during the previous four months . . . I'm looking forward to future LIFE promotions, possibly as an annual Loveday's event."

Mr. Edward M. Loveday
Pres. & Treas. of LOVEDAY'S
706 Main St., Brockton, Mass.

"LIFE comes to Loveday's," ran the last two weeks in January. In it, Loveday's, a Brockton, Mass. home equipment store, featured 11 products "Advertised-in-LIFE," both in newspaper ads and store-wide displays.

This promotion showed how *effective* LIFE is in local merchandising. For it was scheduled purposely at a time when business was in the doldrums, and nothing nearly so successful was expected.

But that's LIFE . . . and LIFE's impact! Each issue is read by 23,950,000 people—and in 13 issues the audience grows to include 63,600,000 people (*more than half the nation*).

Don't miss an opportunity to use the unique power of LIFE in your business. Just check the list of products to be advertised in LIFE in April (on the next page) and you'll find powerful support for your local selling.



Business eased off in Brockton, Mass., last January. But it still looked like the Christmas rush at Loveday's—thanks to an "Advertised-in-LIFE" promotion.

A select list of Loveday's customers received engraved invitations to a special preview held two days before the promotion began.



Advertising and Store Display carefully co-ordinated. Half-page ads in the *Brockton Daily Enterprise* featured the products that were displayed and demonstrated in the store.

Capitalize on *LIFE*'s ability to sell—feature these *LIFE*-advertised products

MAJOR APPLIANCES

April 7 Hotpoint Electric Range—spread, color
American Gas Association—page, color
Permaglas Heaters—page, color
Thor Spinner Washer—page, c.
Philco Refrigerator—page
Amana Freezers—1/2 page, c.
Hoover Vacuum Cleaner—1/6 pg.
April 14 Westinghouse "Freedom Fair" Refrigerator, Water Heater, Range, Laundry Twins, Food Disposer, and Dishwasher—spread, color
Frigidaire Electric Ranges—page, color
Kelvinator Refrigerator—pg., c.
Lewyt Vacuum Cleaner—pg., c.
Norge Time-Line Washer—page, color
Universal Jet 99 Vacuum Cleaner—page, color
April 21 Admiral Dual-Temp Refrigerator—spread, color
General Electric Vacuum Cleaner—page, color
Singer Sewing Machine—pg., c.
Westinghouse Laundry Equipment—page, color
Fedders Quigian Air Conditioner—1/4 page
Hoover Vacuum Cleaner—14 lines
April 28 Westinghouse Refrigerator—page, color
General Electric Dishwasher—page
Crosley Freezer—page
Lewyt Vacuum Cleaner—1/2 page, color

SMALLER APPLIANCES AND HOUSEWARES

April 7 Silex Products—1/2 page, color
Westclox Clocks—1/4 page
April 14 Autotype Bathroom Fixtures—page, color
Sunbeam Mixmaster & Toaster—page, color
Westinghouse Large Lamps—page, color
O-Cedar Dri Glo Furniture Polish—page
General Electric Clocks—1/2 page, color
Lowe Paints—1/2 page, color
Brillo—1/4 page
Rockford Valves—1/6 page
April 21 Kem Tone, Super Kem Tone, and Kem Glo—page, color
Schick Shavers—page, color
Serviset by Sutherland—pg., c.
G-E Lamos—page



9 Rockefeller Plaza, New York 20, N. Y.

Hear Robert Montgomery, "A Citizen Views the News"—weekday evenings on most NBC radio stations

Playtex Pillows—page
Serta Mattress—1/2 page, color
April 28 Deltiox Rug—page, color
Firestone Foamex Mattress—page, color
Ostermoor Mattress—112 lines
Nachman Innerspring—42 lines

RADIOS, TV, RECORDS AND INSTRUMENTS

April 7 RCA Victor Radio & TV—page
Olympic Radio & TV—1/2 pg., c.
Raytheon TV—1/2 page, color
Lester Pianos—1/2 page
Webcor Diskchanger—1/4 page
April 14 Motorola TV—page, color
General Electric TV—page
April 21 General Electric Radios—1/2 pg.
Magnavox Radio-TV-Phonograph—1/2 page
Hammond Solovox—1/4 page
Raytheon TV—1/4 page
April 28 Sylvania Radio & TV—page, c.
Admiral TV—page

GLASSWARE AND SILVERWARE

April 14 1847 Rogers Bros. Silverplate—spread, color
International Silver—spread, c.
April 28 1881 (R) Rogers (R) Silverplate—page, color
Libby Glassware—page, color

STATIONERY REQUISITES

April 7 Ansco Film—page, color
Gibson Greeting Cards—pg., c.
Parker Pens—page, color
Royal Typewriter—page
Texel Tape—1/4 page
Sheaffer Pens—28 lines
April 14 Argus Cameras—1/2 page
Wearever Pens—1/4 page
Sheaffer Pens—28 lines
April 21 Sheaffer Pens—page, color
Scotch Cellophane Tape—1/2 page, color
Sawyer's View-Master—1/2 page
April 28 Eastman Kodak—page, color
Burroughs Adding Machine—1/2 page
Sheaffer Pens—28 lines
Mounties—14 lines

OTHER

April 7 Clinton Machines—page, color
Larvex—1/4 page
Lowebco Wilsolve & Oncrete—1/6 page
Colorado .44 Insecticides—14 lines
Trerice Industrial Thermometers—14 lines
April 14 Vigoro, End-O-Pest, and End-O-Weed—page, color
Chris-Craft—42 lines
April 21 Eclipse Power Lawn Mower—1/2 page, color
Wolverine Boats—28 lines
Colorado .44 Insecticides—14 lines
April 28 Sunbeam Hedge Trimmer—1/2 page
Chris-Craft—42 lines

**First in circulation
First in readership
First in advertising revenue
First with appliance dealers**



Major Electrical Contractor Cheers Klixon Protectors as "Outstandingly Effective!"

NORFOLK, VA.: Archie L. Crockford, Service Manager of Caddell Electric Company, is unstinting in his appraisal of Klixon Protectors. What's more, Mr. Crockford's authoritative experience is such that there's plenty of weight behind his words:

"As one of the largest fractional horsepower motor repair shops in the Norfolk area, we have found that Klixon Protectors do an outstanding job. We are authorized service agents for nine nationally-known makes of electric motors, and repair approximately 10,000 motors per year from pumps, oil burners, washers, refrigerators and similar applications. In our opinion, Klixon Protectors effectively prevent motor burnouts."



Klixon Protectors Maintain Customer Confidence by Preventing Motor Burnouts

The Klixon Protectors illustrated are built into the motor by the motor manufacturer. They keep motors in such equipment as refrigerators, oil burners, washing machines, etc., working by preventing the motors from burning out. Reduce motor service calls and repairs... and give a boost to customer goodwill... by requesting equipment with Klixon-Protected motors.

KLIXON

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2504 FOREST ST., ATTLEBORO, MASS.

TV Is a Major Appliance

CONTINUED FROM PAGE 90



H. G. TREITZ (left), sales manager of General Appliance Co., goes over his set of prospect cards every day with salesmen at all three of the company's shops. The salesmen strive to make appointments with the prospects for a TV demonstration in the store.

freezers, naturally we use the same methods to sell it as we do these other items," explains Treitz. This entails getting away from the idea of selling TV as an "extra" or as a sideline. With us, it is a major business.

"Television isn't a toy or a playing thing or something extra which would look nice in the living room and give the user an edge over the Jones family next door—it is designed to be 'used' in the living room or den just as a dishwasher is designed to be 'used' in the kitchen. We believe, therefore, that television sets must be sold just as other major appliances are, and our selling methods include demonstration in the store, complete service facilities, financing and trade-ins—all the selling factors we apply to the other major appliances.

"Our demonstrations are slanted at showing the potential buyer what a television set will do for him, just as you might show him what an automatic washer will do for him. Will it save work? Sure—if his wife is

giving a party, she doesn't have to spend long hours planning games and entertainment for the guests. All she has to do is sit them down before the television set and bring on the refreshments.

"Will it save worry? Certainly. The very nature of television is such that it invites you to sit down, relax and relieve whatever tensions have hold of you. Will it save money? Of course—it provides better and varied entertainment than the movies, the opera or night clubs, and it encourages the kids to stay home instead of seeking out the juke box establishments.

"You see, by applying such tried and true factors of selling—saving work, saving worry, saving money, saving time, wear and tear—which are ordinarily applied to such items as ranges or washing machines, we seek to prove that a television set is as good an investment for the home as any kitchen appliance."

(Continued on page 188)

30 Cents a Callback

While 30¢ may not amount to much in today's inflated cost of living, it has proven sufficient incentive to provide a steady stream of prospect-producing call-backs for Tieso & Kostka Electric Co. in St. Paul, Minn.

Luke Tieso, head of the firm, insists that each salesman make at least three call-backs on customers within 90 days after purchase and at regular intervals thereafter.

Over and above the \$50 drawing account, plus commission, which each man earns, he is paid 30¢ for every call-back entered on the card.

"Although the 30¢ may not mean much, it covers the cost of gas and oil, and has worked wonders in stimulating our salesmen to spend time in call-backs," Tieso says, "and on the law of averages, each is bound to eventually turn up some worthwhile leads from such calls. We believe that at least one out of every three prospects suggested by a satisfied user is eventually a purchaser, and therefore, if 30¢ expended for a call-back now sells a \$400 refrigerator six or seven months later, we are of course well pleased."

BLACKSTONE®

*makers team up
one good product*

with another... calgon®



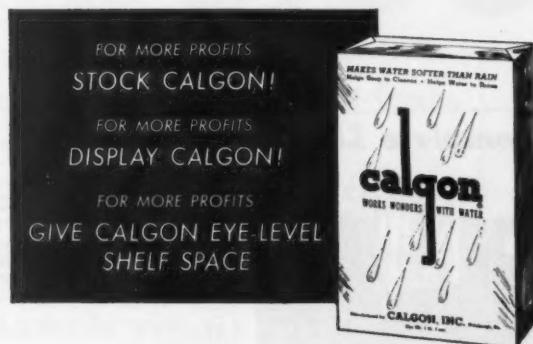
The makers of the BLACKSTONE automatic clothes washer believe that one good product deserves another—knowing that a fine piece of equipment like the Blackstone works best when unhampered by inferior washing solutions.

They know that CALGON in the water presents an ideal working condition for Blackstone! CALGON *more* than softens water—it conditions hard *or* soft water so that soap film or scum just can't form. Clothes get cleaner, whites whiter and colors brighter.

*No surprise, then, that the makers of
BLACKSTONE AUTOMATIC WASHERS
give each new purchaser a sample of CALGON!*

All these CALGON samples are building a vast market for CALGON. You'll want to get in on it. More and more people are using CALGON for every

washing need in the home. Small wonder that dealers like to carry CALGON. It means *fast sales—quick turnover—plus profits!*

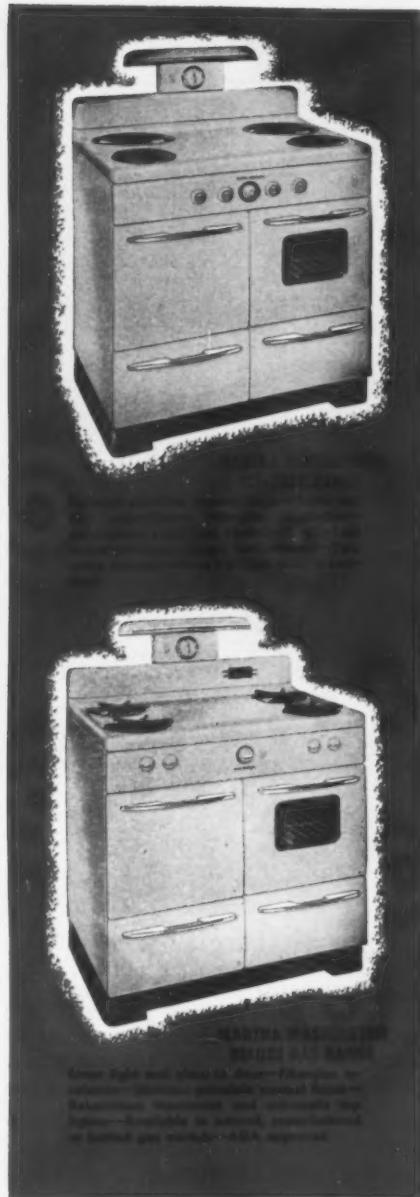


*Make Calgon your key
to more profits!*

Write for Calgon literature

CALGON, INC.

HAGAN BUILDING • PITTSBURGH 30, PA.



Lower right and lower left are two models of Washington ranges. Standard oven and broiler oven. Available in electric, gas or propane. Standard oven and broiler oven. Available in electric, gas or propane. Standard oven and broiler oven. Available in electric, gas or propane.

GRAY & DUDLEY COMPANY

Nashville 3, Tennessee

Gentlemen:

Show me why dealers say, "Washington Wins Customers!"

Send complete details on Washington Ranges Heaters Water Heaters

Name _____

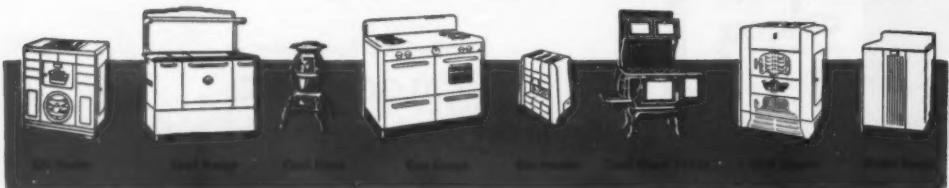
Store _____

Address _____

City _____

State _____

The Most Complete Line!



WARM UP PROFITS! with these WASHINGTON Range and Heater Values

Follow the example of profit-wise Washington dealers who put the heat on sales with these competitively priced ranges and heaters. As one dealer puts it, "you don't have to be a carload buyer to make money with the Washington Line."

Shown here are a few of the new models . . . part of a complete line, quality made and attractively priced . . . designed to fill the needs of every family. Ask your Washington Distributor for details or write direct.

GRAY & DUDLEY COMPANY

Established 1862

NASHVILLE 3, TENNESSEE



WASHINGTON VENTED GAS HEATERS

Two sizes in radiant circulator models; three closed circulator models. Meet almost every gas heating requirement. Also Unvented Heaters.



NEW WASHINGTON OIL BURNING HEATER

Noted for fuel saving, long service and modern styling. Down-Draft, Hot-Blast combustion gets more heat from less fuel.

TV Is a Major Appliance

CONTINUED FROM PAGE 186

The thesis that a television set is a major appliance and should be sold in the same manner as a dishwasher or water heater, is carried out in many ways by Treitz's corps of salesmen.

The technique of selling at night, for example, used effectively by many appliance firms, is utilized by General Appliance salesmen in selling TV sets. The stores remain open until 9 p. m. each night and the salesmen strive to arrange interviews with prospects so that the husband and wife together, or in some cases, the entire family may be brought into the shop for a thorough demonstration and discussion of possible purchase.

"If you sell the lady alone, she usually is interested in the furniture angle, styling and appearance," says Treitz. "The husband is more interested in a name brand, in cost and performance. Get them together and you have the opportunity to integrate all the various angles."

The company's salesmen, who work in shifts, are not required to make any outside calls at all. A set of cards listing prospects obtained through such sources as mailing lists, prize registration cards, former customers, friends, new accounts and store traffic, is maintained in the office. Daily, Treitz goes over this list of prospects with the salesmen at all three General Appliance Co. shops and the salesmen try to arrange interviews or demonstrations in the shop for the prospects.

Trade-ins, while not as plentiful in the television line as in other fields, are nevertheless accented as a sales factor. Liberal trade-in allowances are offered by the company on old or used sets and when taken in on a new unit, such sets are reconditioned in the service department and offered for re-sale in a special department.

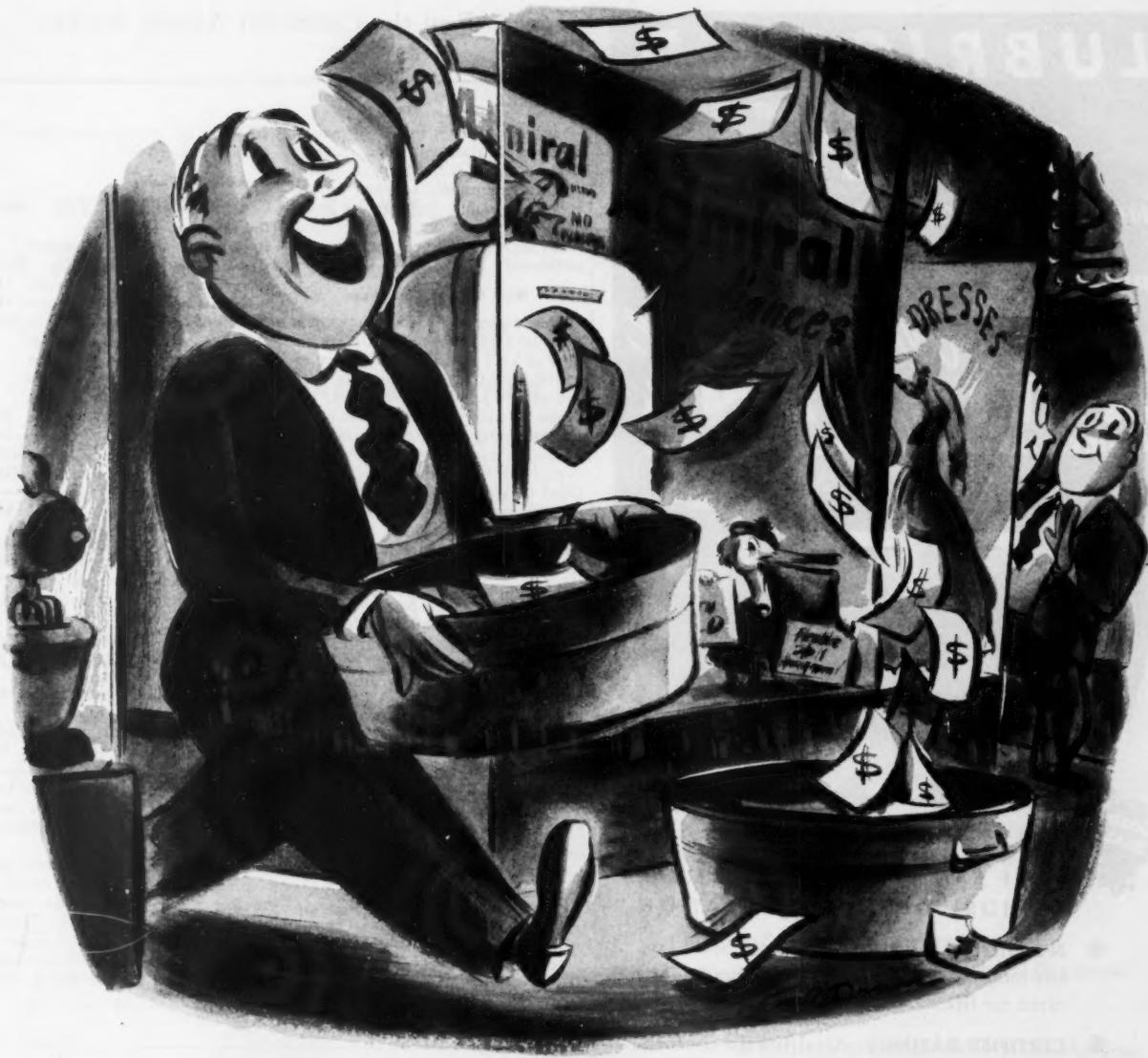
Displays Are Expensive

All types and models of sets are on display in the three shops. In the firm's largest store, for example, 92 sets of varying size and model are shown, occupying almost one half of the store's floor display space. All of the sets are connected up for quick demonstration, and customers may select from Philco, Crosley, General Electric, RCA, Dumont, Capehart, Admiral, Hallicrafters, Motorola or Zenith makes.

One buying factor pointed out by Mr. Treitz is that "people right now are buying price." In the firm's advertising and window displays, inexpensive sets are featured in order to attract the economy-minded customer.

The company does its own installation and service work, guaranteeing that merchandise is returnable if it proves unsatisfactory in seven days. A crew of 20 service men and a fleet of eight trucks provides efficient and ready service for General Appliance Co. customers throughout the Louisville area.

End



FETCH OUT THE MONEY-TUBS! HERE COMES THE

Admiral Dollar Shower

\$100,000.00

**APRIL-MAY
WINDOW
DISPLAY
CONTEST!**

**Special Prizes for Department Stores
and Utilities**

Special Prizes for Furniture Stores
Special Prizes for Appliance Stores

All Admiral Refrigerator Dealers Can Share, and It's a
"Double-Take" For You:

1. It pays off in thumping-big prizes
2. It pays off in mounting profits from stepped-up traffic
into your store

Admiral Corporation, 3800 W. Cortland St., Chicago, Ill.

FOR COMPLETE DETAILS AND ENTRY BLANKS SEE YOUR ADMIRAL DISTRIBUTOR NOW

LUBRICATED for LIFE!

NO SERVICING · NO CALL BACKS
EASY TO INSTALL

GOLD SEAL

Silent Breeze ATTIC FANS

RESIDENTIAL · COMMERCIAL · INDUSTRIAL



SAME FAN FOR EITHER VERTICAL
OR HORIZONTAL INSTALLATION

- **NO OILING.** Silent Breeze "Gold Seal" fans and motors are ball-bearing throughout, lubricated for life!
- **CERTIFIED RATINGS.** Air deliveries conform with U. S. Dept. of Commerce Commercial Standard CS178-51.
- **MOST UNIVERSAL FAN** on market. No accessories needed for any type installation. Models for every job. Sizes 24" to 48".
- **SILENT, TROUBLE-FREE.** Deep venturi, four large, die-formed blades, move more air with lower RPM.

REDUCE YOUR INVENTORY
Write for New 1952
INVENTORY REDUCING PLAN
Increase Your Profits
with SILENT BREEZE



HOLCOMB & HOKE MFG. CO. Inc.

1545 E. VAN BUREN STREET

INDIANAPOLIS

INDIANA

How to Beat the Collection Agency Racket

CONTINUED FROM PAGE 84

nouncement brings up to 30 percent returns. Debtors will often ignore a dealer's duns but when an official notification, usually supplied by the collection agency and carrying implications of court action, is received, many debtors will come through with settlement.

High Cost of Collections

One dealer mailed out forms supplied by a gyp agency and collected a total of \$481 on which the agency received \$190.50 commissions, an average of 40 percent. Eventually, the dealer received a statement from the agency stating that they had collected \$303 on some \$800 in accounts turned over, upon which the dealer was entitled to \$166 as his bit after agency commissions had been deducted, plus service charges. In other words, the dealer gave the accounts to the agency for collection, received a few impressive forms, which he mailed to debtors at his expense, then paid the agency \$24.50 more commission than the agency remitted to him. Out of \$800 in accounts turned over, he collected more than half, \$481, the agency collected \$303, demanded \$327.50 commission on the total collections, and so, the dealer had to mail his check to the agency for \$24.50 and got none of the money (\$303) they had collected. All told, the dealer and agency collected \$784 out of the \$800 delinquent accounts, only \$16 uncollectibles, which shows that aggressive collection methods will bring in the money without outside assistance.

One case came to our attention where the dealer turned over \$1,500 in bad accounts and owed the agency \$4 on the only statement rendered. The dealer turned over 62 accounts in all, the agency collected on 10

accounts up to the time this statement was received.

Payable to Dealer

Collected on 10 accounts	\$432.00
Due agency	
25 per cent commission—(payment made on installments).....	\$216.00
Filing fees on 62 accounts @ 25 cents	13.00
Service fees on 62 accounts @ 50 cents	32.00
Attorney fees on 14 accounts @ \$7.50	105.00
25 percent commission on 4 accounts totaling \$280 because they were dropped when client (dealer) failed to furnish the necessary evidence of indebtedness.....	70.00
Total payable to agency.....	\$436.00
Due client.....	432.00
Net amount due agency.....	\$4.00

This agency's contract had a clause in it whereby an additional commission was charged the dealer (25 percent) if the account was dropped during the process of collection. Failure to furnish the necessary evidence of indebtedness upon request was considered instructions to drop. It was easy for the agency to use this clause as a means of inflating its charges. In this case it demanded the sales slips the customers had signed when they bought the goods on credit. The dealer did not have customers' signature on the sales records and was charged an additional 25 percent.

A variation of the accounts purchasing scheme, which has caught a number of usually wide-awake dealers, makes use of a refund check. Offering the system consisting of a series of form letters and notices, the salesman guarantees that, used according to in-

(Continued on page 192)



- ATTRACTIVE DESIGNS
- PERFECTED ENGINEERING
- PRECISION MANUFACTURE
- DEPENDABLE PERFORMANCE

BEE-VAC

APPLIANCES



When deciding on a line of electrical household appliances look to the reputation and financial standing of the manufacturer. Back of every BIRTMAN guarantee are ...

- Three thoroughly modern factories, geared to volume production, careful manufacture.
- Forty-three years' experience in the manufacture of electrical household appliances.
- Millions of dollars worth of merchandise now in use both in America and foreign countries.
- Over ten million dollars in resources.
- Financial rating, **AAA**.

The entire organization—personnel, equipment and policies are of the highest type. In every department, from designing laboratory to final factory testing and shipment there is no compromise with "Quality, Always."

BIRTMAN ELECTRIC COMPANY
CHICAGO 39, ILLINOIS, U.S.A.

THIS IS THE NAME THAT MAKES THE SALE—



No gift selection is complete without a showing of Silex merchandise. Silex gifts are smart, useful and priced for every budget. Give them top display billing and cash in on the "giftingability" of one of America's most famous trademarks.

SILEX Steam Iron

Lightest steam iron in the field—weights only 2 1/4 lbs. Holds more water, supplies more steam and has more ironing surface than any other. Outstanding value in a gift every woman wants.



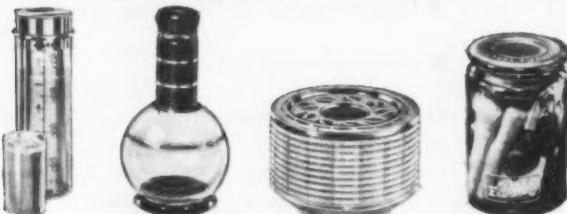
SILEX Coffeemakers

Wide choice of smart 2 to 8 cup models trimmed in red, yellow or black. "Coffee-Miser" illustrated, makes delicious coffee in small amounts 2 to 4 cups. Brand new but already a best seller!

SILEX Electric Stoves

Time brewing perfectly, automatically keep coffee at correct temperature. Smart chromium top.

Other SILEX Gift Housewares



MIXIE for mixing, serving, storing frozen orange juice

CARAFE for smart coffee serving

COFFEEWARMER that keeps coffee hot by candlelight

FRESHERATOR with vacuum seal for keeping foods fresh up to 14 times longer in the refrigerator.

The SILEX Company

HARTFORD 2, CONNECTICUT

In Canada: The Silex Co. Ltd., St. John's, P. Q.

How to Beat the Collection Agency Racket

CONTINUED FROM PAGE 84

structions, it will collect a certain amount. If not, the dealer may deposit the guarantee check after a stipulated date and get the money back. But the check is so worded that the bank doesn't cash it until the collection agency has Ok'd it and they usually find a reason for refusing authorization.

Legal Robbery

Many complaints have been received by Better Business Bureaus, Chambers of Commerce, business publications, trade associations, legitimate credit bureaus and attorneys—but it seems that these racketeers live up to their printed contracts. Their salesmen do the legerdemain, obviously with company connivance; and they seldom stop at red lights when driving home their arguments. They get paid so much for each account plus a bonus up to 40 percent of the profits on the business, after collection expense has been deducted. Therefore, they are primarily interested in getting the signature to the contract and getting a list of delinquents, as recent as possible, because the value of past-due claims is in direct relationship to the age of the accounts, an important thing to bear in mind and not let accounts grow hoary with age before taking aggressive action. Collection experts state that when an account gets more than 90 days old, there is only about a 30 percent chance of collecting.

Some contracts empower the

agency to reduce the claim at will to settle with the debtor. The agency bypasses any collection expense by offering to settle with debtors for 10 cents on the dollar. Most debtors accept immediately, the agency gets some quick money and keeps it all. The contract protects them. One crooked agency furnishes its salesmen with an impressive "dealers' magazine", the contents devoted almost entirely to extolling the merits of the collection agency. The magazine consists of only one issue, published by the agency itself under a publishing company imprint. A common practice of this type of agency is to change its name every year or so and send out a new crew of salesmen to solicit accounts from the same merchants. The salesmen commiserate with him on the "gypping" he got from the other agency. Their own agency, they assure him, follows ethical practices.

No Santa Claus

The salesmen get a bigger commission for collecting accounts less than two years old. Many earn \$200 weekly, which indicates how lucrative this business is. So, the next time a persuasive talker for the gyp collection agency asks for your overdue accounts, promising to buy them or to lend your delinquent customers money to pay you, the loan to be repaid the collection company on installments (another angle to the racket), look behind the whiskey before you call him Santa Claus.

End

Why One Utility Pushes Small Appliances

CONTINUED FROM PAGE 100

period to tie in with NEMA's housewares campaign and the others appeared in the pre-Christmas selling season. Four times a year the company mails out its own tabloid size paper, *Homemakers News*, to some 500,000 homes and devotes nearly half of its pages to electric housewares. Housewares are also used and discussed on PE's weekly half-hour TV show, *Television Kitchen*, are advertised by special direct mail campaigns, on the radio, and through window and floor displays.

Floor demonstrations are an important part of sales building efforts. Two manufacturers keep full-time demonstrators on PE's sales floors and other makers provide demonstrators for special occasions. Although, as small appliance supervisor Yager points out, the company is "a little more liberal with demonstrations than formerly—more actual cooking on the floor, more hoopla, etc.", it is still vitally concerned that they be good demonstrations.

The small appliance sales that result

from PE's variety of efforts, totaling twice as many as washers, refrigerators, ranges and TV, mean, in Taylor's words, "twice as many friends made, twice as many customer contacts, twice as many chances for new sales."

End



"I'M FROM ACE APPLIANCES, SIR. ARE YOU SLEEPING UNDER AN ELECTRIC BLANKET?"

Now - a great new profit
story for gas space
heater dealers...

SELL THEM WITH HONEYWELL CONTROLS AND MAKE TWO PROFITS!

When you sell a gas space heater, sell one of Honeywell's new controls, and make a "second" profit on every sale.

Everyone wants the advantages of automatic heat... and you can provide them. Show your customers these self-contained thermostats requiring no outside electrical power. Explain how the thermostat will keep room temperature at the desired setting . . . automatically. You'll find more profits coming your way. And your customers will be better satisfied, besides!

Honeywell controls are easy to sell! Honeywell's many years of experience in the

control field, and its aggressive national advertising program are your assurance that most people know all about Honeywell and Honeywell quality heating controls.

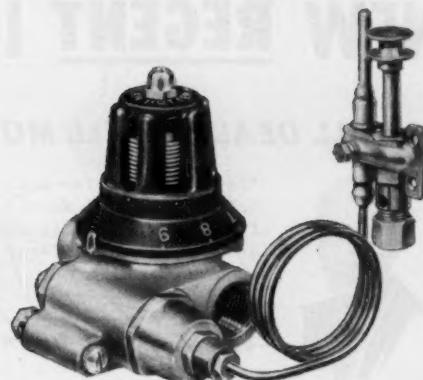
Ask for Honeywell controls on every shipment of gas space heaters. Your manufacturer can install them at the factory.

Honeywell Gas Space Heater controls can also be purchased separately to fit any manual models in stock. Just call your regular supplier or one of Honeywell's 91 offices, located in key cities. Or, for complete information, mail the coupon below.

MINNEAPOLIS
Honeywell



First in Controls



V5163 Modulating Thermostatic Gas Valve

Provides accurate, safe control for any gas space heater.

The thermostat accurately keeps room temperature at desired setting by modulating the flow of gas from full volume to a pre-set minimum flame.

Built-in safety pilot provides 100% shut-off in case of pilot failure. Has safe-lighting feature, too. Main line valve can't open until pilot is on.

The V5163 is easy and inexpensive to install for it's small and compactly designed to fit the limited places common to space heater applications.



V5140 Modulating Thermostatic Gas Valve

Another rugged, compact Honeywell control. Has all the features of the V5163 above, except the built-in safety pilot. A fine valve for installations where price is a factor.

BIG MODERNIZATION MARKET

You probably have many gas space heater owners on your customer list who do not have automatic controls. Contact them . . . they'll want automatic heating furnished by a self-contained thermostat, too!

MINNEAPOLIS-HONEYWELL REGULATOR CO.
Dept. EM-4-87, Minneapolis 8, Minnesota

Gentlemen:

Please send me descriptive literature on your V5163 and V5140 Thermostat Gas Valves.

Name _____

Address _____

City _____ Zone _____ State _____

There's New Business
in the New Housewares

—CONTINUED FROM PAGE 89—

NEW REGENT INCREASES SALES

SMALL DEALERS SELL MORE....



"Bay City goes for color. Sold out (Regent Model) first day. All other dealers green with envy. Please rush us more."

Ivan F. Stumbaugh

BIG ONES, TOO



Model RPT
\$164.95

It's a new idea in washers — sunshine color to brighten the room and the job. Increase your store traffic — increase your margin with this striking new washer — backed by fifty years experience and a five-year guarantee. Send for literature giving full details and specifications.



Model EP
\$134.95



Model KPT
\$154.95



Model BP
\$114.95

All models available with or without pump.

All prices shown include pump.

Woman's Friend WASHERS

Product of
CENTRAL RUBBER AND STEEL CORPORATION
Findlay, Ohio

DEPENDABLE WASHERS FOR OVER 50 YEARS



The man-of-the-house who gets a sharpener as a gift is also enthusiastic. It usually steals the show on any gift occasion.

Electric specialty shops, hardware stores and jewelry stores that fail to carry and promote the knife sharpener are missing a bet. The market has barely been tapped. A rough estimate of sales since 1948 places the total number sold at somewhere between 1-million and 1-million units. Using the higher, round number of 1-million units places the saturation at only 2.4 percent of the total wired homes in the country, leaving a market of more than 39-million prospective customers.

The axiom "to use one is to buy one" was proved by one dealer in the Midwest when he urged his customers to "Bring in Dull Knives and Sharpen Them Free." The sharpener was conveniently placed with a display of directions showing how to use it. Customers were urged to do their own sharpening. This proved to be not only a good public relations stunt, it sold a great number of units.

Although Cory was the first to market the electric knife sharpener nationally, two other companies have since entered the field—Oster Mfg. Co. and Bersted Mfg. Co. Present retail prices are as follows: Bersted, \$10.98; Oster and Cory, \$14.95 each.

Coffee Grinder

Another electric housewares item that has enjoyed ever widening acceptance since the war is the electric coffee grinder. Motor driven coffee mills for home use have been on and off the market since 1918. These early models were large and bulky, more suitable for institutional than for home use.

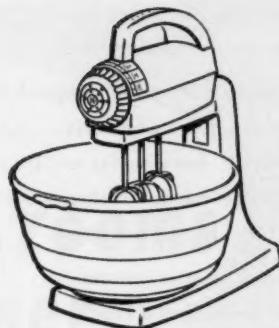
KitchenAid introduced the first truly portable coffee mill for home use in the late 1930's. But, in spite of the fact that coffee is America's favorite beverage, public acceptance of this product was slow before the war. The growing popularity of automatic coffee makers and the widespread promotions put on by the National Coffee Association since the war have stimulated consumer interest in coffee grinders and sales have gained momentum.

Still regarded in some circles as a "coffee connoisseur's item," the coffee grinder has proven to be an extra profit item for dealers willing to promote it. It performs three definite services for the homemaker:

(1) It saves money. Less freshly ground bean coffee is needed to make the same strength brew. Expensive packaging and containers and costly dated delivery services run up the cost of packaged, pre-ground coffee. Also, grocers can supply a higher quality blend of whole bean coffee at a marked savings over packaged coffees.

(2) It saves time. At the flick of a switch coffee is ground from the hop.

(Continued on page 196)

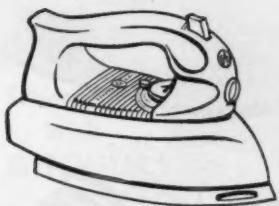


Why GENERAL ELECTRIC Moved to The Merchandise Mart

The rapid growth of our small appliance business made it imperative that we move our Chicago headquarters to a location providing adequate office facilities, and modern display areas for our products. We also needed visiting convenience for the many distributors and dealers calling on our midwest office. These requirements for our expanding business, it seemed to us, were met by the Merchandise Mart. Our new offices and display room are now open in Room 11-102 at the Mart.

R. E. Boian

Small Appliance Division
General Electric Company



The Merchandise Mart

SHOW-PLACE OF AMERICA'S BEST-KNOWN BRANDS

Give Sales a Lift with this Popular Gift

Toasters are tops as gifts. And Magic Maid is the toaster that means a bigger share of gift profits for you.

Handsome, trim, smartly styled and designed, Magic Maid offers every feature found in top priced models . . . gives the same premium performance . . . but costs far less. It's priced to move in today's budget-minded market. So are the other stars of the famous Son-Chief line shown below.

Keep them out front on your counters, shelves, in your windows. They'll keep you out front in sales.



Magic Maid

AUTOMATIC POP-UP TOASTER

Fully Automatic, 2-slice toaster with adjustable color control . . . makes perfect toast every time. Brilliantly polished chrome finish, Bakelite panels and handles, hinged crumb tray, smartly engraved sides, heavy duty heater cord, sturdy rubber plug, automatic shut-off. And it's priced far lower than you'd expect!



SON-CHIEF
680-A
TOASTER



SON-CHIEF
388 AUTOMATIC
IRON



SON-CHIEF
SPEEDOMATIC
HEAT PAD 805



SON-CHIEF
SUN-BOWL HEATER
710U-10 INCH



SON-CHIEF
AUTOMATIC
IRON
334



SON-CHIEF
AUTOMATIC
TOASTER
622

SON-CHIEF *Electrics, Inc.*
WINSTED, CONN.

There's New Business in the New Housewares

CONTINUED FROM PAGE 194

per to a graduated measuring glass in a few seconds—much faster and much more accurately than it can be measured from a bag, can or jar.

(3) It insures a better cup of coffee. A good cup is usually judged by her coffee. And it's no secret that freshly ground coffee makes the best brew. Even grandmother knew that back in the 1800's, and she treasured her hand operated mill for just that reason.

Only the simplest showmanship is needed to promote and demonstrate a coffee mill. All that is required is a grinder filled with coffee beans prominently displayed in the store. The aroma of the freshly ground coffee does the rest—wafting through the air, it beckons to each customer who enters the store. A flick of the switch quickly demonstrates how easy it is to get freshly ground coffee.

As a gift for the home it is a natural. And once used, the enthusiastic owner is converted for all time to grinding her coffee only as needed. Here again we find that the satisfied user is the best salesman.

Coffee mills are now being made by two manufacturers: KitchenAid Div. of The Hobart Mfg. Co., and Cory Corp. They retail for \$24.50 and \$29.95 respectively.

Broilers and Rotisseries

Dealers located in communities where deep-fried food is not popular will do well to investigate the new oven-type broilers now on the market. Especially useful are those equipped with the new detachable barbecue or rotisseries attachments.

The new type of table broiler—rectangular, often referred to as "infrared" broilers, were introduced early in 1950. They immediately captured the buyer's fancy, especially in metropoli-

tan areas where boiling equipment has always been in demand.

These oven-type broilers have many advantages over the old table models. The open-front provides easier accessibility; it gives greater ventilation and air circulation, which is important for that "charcoal" flavor; wattages are higher, and most models have 4-position racks which add to the cooking versatility of the appliance. Meats can be seared on the top rack; thicker cuts can be broiled in second position; sandwiches can be grilled in third position; and rolls and biscuits can be heated on the bottom. Most broilers are designed with flat tops, but some provide additional griddle surface at the top.

Many of the leading oven-broiler manufacturers added a rotisserie or barbecue attachment to their oven broilers in 1951. Barbecuing is not new. Motor operated barbecue for outdoor cookery have been popular in the West and Southwest for a good many years. The attachment for a table broiler, however, is novel and adds to the usefulness of the appliance, converting it to an all-purpose cooking device.

At this writing there are about a dozen manufacturers of oven-type broilers. Seven of them also make rotisseries or barbecue attachments.

Retail prices on the broilers alone range from \$10.95 to \$38.95. Combination broiler-barbecues' prices run high, especially for gifts from \$54.95 to \$59.95.

Blankets

In spite of the fact that utilities have done an outstanding job of promoting the electric blanket, many dealers have shied away from handling them on the erroneous premise that (Continued on page 198)



New
revolutionary
MITCHELL

Weath'r-Dial zooms room air conditioner sales a mile!

Your profits travel up-up-up
with the Industry's most
important features

Exclusive with MITCHELL

Weath'r-Dial The amazing new Weath'r-Dial is an engineering miracle that has made MITCHELL the only revolutionary, new product in air conditioning on the market today!

The Weath'r-Dial is a single control knob that automatically adjusts to five individual levels of cooling, dehumidifying, ventilation and exhaust.

only MITCHELL has the Arid-Dryer for extra dehumidification control.

only MITCHELL has the Four-Direction-Air Grills allowing air delivery tailored to every installation.

only MITCHELL has the Air-Scoop Exhaust that changes your MITCHELL room air conditioner into a super-powered exhaust fan.

only MITCHELL is so easily installed . . . operates as quietly and has such an enviable record of trouble free service.

MITCHELL

MAIL THIS COUPON TODAY FOR FULL DETAILS

"THE WORLD'S FINEST
ROOM AIR CONDITIONER"
SEVEN MODELS TO CHOOSE FROM—
FOUR DIFFERENT CAPACITIES



MITCHELL MFG. CO., DEPT. EM-24

2525 Clybourn Ave., Chicago 14, Ill.

Gentlemen:

Yes, I am interested in a MITCHELL Room Air Conditioning Dealer Franchise. Rush me complete details today.

Name _____

Address _____

City _____

Zone _____ State _____

CONTINUED FROM PAGE 196

Nearest TV Station 386 Miles....

Read what McKee's Modern Home Center Did!

Uses SENTINEL to Get Jump on Competition

Howard McKee (owner of McKee's Modern Home Center) and his technician, Lawrence Pickerell, determined to get the jump on all future competition by building a reputation for having 'THE' television store even before their nearest city, Denver, had a TV station.

So they bought a stacked array and fitted it with a rotator. Then they hooked up a *Sentinel* receiver, added a booster, and just see the log below to learn what they got!

yet this Longmont, Colorado, *Sentinel* dealer logged 24 stations up to 1400 miles distant!



Sentinel gives you performance, NOT PROMISES!

Certainly, *Sentinel* does NOT promise anything like the performance Messrs. McKee and Pickerell got. As far as *Sentinel* will go is to point out that when these men wanted maximum performance, they chose *Sentinel*—as more and more people are doing every day. *Sentinel*'s only promise is: outstanding performance in normal fringe areas. You make the test. See for yourself how much MORE *Sentinel* can do for you and your customers. Then call your *Sentinel* distributor or write direct to *Sentinel*—FAST.

McKee's Astounding Log of *Sentinel* Performance

City	Station	Est. Air Miles	City	Station	Est. Air Miles
Birmingham	WMC	1060	Charlotte	WBTV	1375
Hollywood	KTS	735	Greensboro	WFMY-TV	1400
San Francisco	KRON-TV	960	Cincinnati	WLW-T	1060
Atlanta	WAGA-TV	1265	Columbus	WLW-C	1000
Chicago	WNBQ	960	Memphis	WMCT	945
Chicago	WBBM	960	Nashville	WSM-TV	1060
Louisville	WAVE-TV	1030	Dallas	KEL-TV	975
Detroit	WJW-TV	1200	Houston	KPRC-TV	965
Minneapolis	WTCN-TV	700	Salt Lake City	KSL-TV	386
Kansas City	WDAL-TV	600	Seattle	KING	980
Omaha	WOW-TV	480	Milwaukee	WTMJ	925
Albuquerque	KOB-TV	386	Rock Island	WHBP	760



Model 449-TVM—21" screen.
Cylindrical face tube. Mahogany, with superbly matched TURN-table optional.

Sentinel Television

SENTINEL RADIO CORPORATION • EVANSTON • ILLINOIS

there is no opportunity to sell electric blankets except as Christmas merchandise. And so, they let the department stores reap the rewards of all the utilities' promotional activities. This is a great mistake. A survey made by a leading blanket manufacturer shows that the biggest percentage of homes, particularly new homes, are equipped with electric blankets at some time other than Christmas. Primarily in the fall in anticipation of the approaching winter, and during January "white sales" when house-makers stock up on bedding and linens, blanket sales should be good.

A survey made by ELECTRICAL MERCHANDISING last fall, (EM—Jan. '52, Pg. 126-30) bears out this trend in monthly retail sales of blankets. April, June, July and August were the low months with averages from two to 2½ percent of the yearly sales being done in each of these months. Starting with September, when sales jumped to 7½ percent, they sold in steadily increasing volume through October, November and December.

Dealers who have been willing to accept the idea of selling blankets on a year 'round basis, and promoting them as wedding presents, gifts for anniversaries and other such occasions have been rewarded beyond expectations. Such a dealer can pick up from 35 to 40 percent more business, because November and December account for only 65 percent of the blanket business.

Promoting the electric blanket as a wedding gift is basically sound. A blanket has been a traditional gift for the bride for many generations. Back in the really olden days the blanket was usually something very special in white. But the electric blanket is much more practical as a wedding gift. With a little promotion and cooperation it can easily replace traditional types. The electric blanket is practical because only one blanket is needed per bed when it's electric.

As of January 1, 1952, blanket saturation had reached 7.1 percent, or almost 3-million in use. However, like clocks, radios and fans, blanket sales are not limited to one to a home. There is an average of three beds in every home, so the dealer who sells the first electric blanket as a wedding, anniversary or Christmas gift has several more opportunities to outfit the other beds in that same home. Figuring three beds to a home, actually we have 125-million blanket sales opportunities—a much bigger market than the market for toasters, irons or coffee makers.

Manufacturers who make electric blankets for the dealer trade include: General Electric, Westinghouse, Universal, Proctor, Lectricover, Knapp-Monarch, Lstro, Northern, Bobrich, and Everhot Division of Tropic Air Corp. Prices run from \$31.95 to \$67.95, depending on the bed size, and the number of controls. End



One SELLS
the Other...



**MORE
MORE**

**COMPETITIVE
ADVANTAGES!**

**SALES and PROFITS
FOR YOU!**



NATIONAL
Presto
AUTOMATIC
Deep-Fryer
TRADE MARK



NATIONAL
Presto
COOKERS



NATIONAL
Presto
AUTOMATIC
Vapor-Steam Iron

PRESTO VAPOR-STEAM IRON . . . The only iron with all four "most wanted" features: Uses ordinary tap water, no distilled water needed . . . IRONS most clothes without sprinkling . . . PRESSES without pressing cloths . . . DRY IRONS without fatigue. All these mean more sales-and-profits!

PRESTO AUTOMATIC DEEP-FRYER . . . Jumbo fry-basket ends "2-batch" frying . . . thermostat automatically maintains proper heat for best results . . . same shortening can be used over and over, without transfer of food flavors! Bigger demand delivers bigger sales and profits!

PRESTO COOKERS . . . Prepare extra delicious, extra nutritious meals 3 to 4 times faster. Only PRESTO COOKERS have the Pressure-Tru Indicator Weight, Homeo Seal, Combination Anti-vacuum Valve and Over-pressure Plug, all exclusive sales-and-profits making features!

Backed by the hardest hitting
"ad" campaign in PRESTO Products history...
timed for the peak selling season ahead!

FREE! Hard-hitting point-of-sale displays, newspaper
mats, etc. Write: Advertising Department

NATIONAL PRESSURE COOKER COMPANY • Eau Claire, Wisconsin



Must TV retailing be manual labor?

Models like these are making Sparton
Cosmic Eye Television a hit



17" Sparton Hastings
Model 5225



17" Sparton Roxbury
Model 5270



20" Sparton Beaconsfield
Model 5296



20" Sparton Balfour
Model 5294

Sparton dealers don't think so!

Sparton Cosmic Eye Television is burning its way across the TV horizon as the most imaginative sales idea in retailing today.

The vivid Cosmic Eye story in *Saturday Evening Post*, *Holiday* and *Newsweek* is pulling prospects right out of their seats, and Sparton dealers are clinching the sales with peppery, "sky's the limit" local merchandising.

Everyone's pleased with the results:

TV customers cheer Cosmic Eye reception. They say it's so clear and true "it's like having an eye in the sky!"

Sparton dealers like the amazing engineering of the Cosmic Eye chassis. Profits aren't swallowed up by servicing and repairs when you handle Sparton, the set that *stays sold*. And speaking of profits, *Sparton dealers receive what are probably the longest discounts in the business*.

If you're already a Sparton dealer, you *know* the Sparton way of doing business pays off. If you're not a Sparton dealer, why not investigate SCMP (Sparton Cooperative Merchandising Plan), the plan that insures each Sparton dealer exclusive selling rights in his community or shopping center? *Sparton Radio-Television, Jackson, Michigan*.

The superb

Sparton

the set that *stays sold*

Good News: Metals Picture Brightens

Materials shortages traceable to the defense program have done their worst to electric appliance production. From here on in—barring any unforeseen speed-up in the military build-up—there will be more and more metal for all types of civilian goods.

April-June allotments of steel, copper and aluminum had been expected to be the toughest yet for consumer goods maker. Actually, they'll run about the same as allotments for the first quarter of 1952. And the controllers already are talking seriously of increasing metals supplies for all appliances substantially in the July-September quarter.

What's Behind the Change?

What it all adds up to is that metals controls already are being gradually relaxed—a full year before anyone had expected such a let-up. That's because top mobilization officials in Washington have stretched out the time-table for the arms program. We'll keep building weapons into 1955, instead of winding up the present program in 1954. But we'll produce arms slower, at lower peak rates, than originally planned. So we'll need less metal, month by month, for military defense needs.

In fact, peak military demands have been reduced so drastically that Washington is thinking seriously of abandoning the Controlled Materials Plan next year. There is talk of taking off all controls on aluminum and most types of steel, except plates and some other forms still in short supply because of continuing defense requirements. We'll have new sources of both metals, thanks to expansion of production facilities, starting later this year.

How Big Will Allotments Be?

Copper probably will stay under allotment controls of some type for another year, perhaps longer. There's no prospect of any significant increase in availability of copper for at least several more years. And military demand will have to ease considerably before there will be much more for civilian uses. The same thing is true of nickel, cobalt and a few more of the scarce metals.

But even military use of copper has relaxed to the point where more is becoming available for civilians. For the current quarter, appliance allotments probably will stay at announced rates: 35 percent of pre-Korea use of copper wire, 30 percent each of foundry copper and brass. But other consumer goods items (like metal furniture and sporting goods) which were slated for much smaller allotments, are likely to get increases before July 1. Appliance and other consumer goods makers seem set for a boost to 40 percent of their early 1950 use of copper in the July-September quarter.

- **Second quarter allotments won't fall below those of first quarter and appliance makers may get additional metal in third quarter**
- **Here's what it means: materials controls are being relaxed a full year ahead of schedule thanks to the "stretch out" of arms program**

Aluminum allotments for the same quarter also are expected to hit 40 percent, as against the present 30 percent, and steel will be increased from 50 percent to 60 percent or thereabouts. Additional supplies of steel and aluminum should be available in the fourth quarter.

Have Controls Really Hurt?

You can't estimate with any certainty what the impact of controls has been to date. But it's apparent now that few manufacturers have been really seriously hurt by lack of materials. This is partially because consumer demand for most appliances fell off sharply a few months after the start of the fighting in Korea and has stayed below normal levels ever since. In ad-

dition, the Korean war came at a time when appliance makers were setting new production records—as a result, inventories at the time were very high.

Reduced consumer demand and the ingenuity of manufacturers in keeping production high despite materials shortages kept inventories top-heavy through 1951. The government is still compiling estimates of production, but the preliminary figures indicate that output of major appliances last year fell off less than 20 percent below the record rate of 1950. And some lines—like freezers and dryers—beat the 1950 levels.

Government officials also think that most inventories are in balance now. The big exception, of course, is refrigeration. As of January 1, manufac-

turers' and distributors' inventories of refrigerators were estimated at 1.1 million units.

But even the softness in refrigerators had its hard spots. Big models (nine cubic feet and larger) were in short supply in some areas. Manufacturers were putting 25 percent of their production into larger models, as compared to approximately 10 percent in 1949.

And manufacturers were not overly troubled by the inventory situation. They weren't even taking advantage of the National Production Authority regulation permitting them to divert materials allotted for refrigerators into other products. Only about seven percent of the metal set aside for refrigerators was being diverted under this provision.

Manufacturers were counting on continued high levels of housing construction, plus easier materials for builders, to produce more demand. It's almost a certainty that upward of 950,000 new homes will be started this year.

A recent government survey in five cities—Boston, Philadelphia, Cincinnati, Birmingham and Houston—showed inventories of most consumer goods in fair balance with sales. Only appliance shortages found were low-cost radio sets, automatic washers, appliance cords and irons. There were overstocks of hot plates, heating pads and gas ranges.

Bad News: January Output Slumps

January figures generally rise slightly above December but remain far off the pace set a year ago and well behind the base months in 1950; dryers are the only product to better January, 1951, totals.

Appliance and radio-television production figures for the month of January (the latest available as this is written) aren't particularly encouraging.

True, most lines turned out more units in January than in December. But December is a holiday-riden month and production figures usually suffer.

On the other hand, by comparison with the average production in the final six months of 1951, or with January a year ago, or with the average month in the 1950 base period, January 1952 wasn't a particularly good month. Only when one considers the sharp materials limitations under which the industry is operating and the slow sales pace which hobbles it at the retail level—only then are January's figures at all encouraging.

The home laundry industry is a

good example of this trend. Washer output fell to 214,000 units—this was 4,000 behind December, 32,000 behind the average monthly production for the last six months of 1951, 107,000 behind January a year ago, and 120,000 behind the average month in the first six months of 1950.

Much the same was true of the ironer—second in home laundry's triumvirate. Output in January was 15,636 units—1,300 behind December, 3,300 behind the monthly average for the final six months of the year, 9,000 behind last January, and 13,000 behind the average month in 1950's base period.

The dryer production figures produced a brighter picture—and indicate that some of the metal not being used in washers and ironers is finding its way into dryers. January production was 45,121 units, slightly below De-

cember but slightly above the monthly average in 1951's final six months. More important, the January, 1952, total was 14,000 better than the same month a year ago and better than 25,000 ahead of January 1950.

Brighter Picture. Other white goods did slightly better in January than did washers and ironers. Refrigerator production (275,000 units) was the best since June of last year and was 64,000 ahead of December. Compared to January of 1951, however, production was off 43.66 percent.

Range production in January (80,826 units) was slightly better than December output but was 39 percent behind January of 1951. Like almost every other product, range production in January was far below the monthly average for the base months in 1950.

Water heater production (37,730

MAJESTIC

...Rotomatic



1 MOST COMPLETE LINE

2 FINEST PERFORMING

3 BIGGEST VALUES

4 BEST LOOKING

For maximum sales and profits . . . feature Majestic Rotomatic . . . the nation's finest mowers. Modern in design, colorful, attractive . . . light weight, compact and easy to handle. Give lawns that well kept, "professional" look. Cut flush with tees, fences, walls and flower beds, so no trimming is required. Cut so finely that cuttings act as mulch and actually improve appearance of lawn. Precision made and dependable . . . with dozens of extra quality and performance features. Built to last . . . and priced to sell. The best buy for both *you* and your *customers*.

16" and 18" Electric Models

Extremely light weight. Famous Delco safety switch. 1/2 H.P. Delco motor. Push button starting. U.L. approved. Cutting height adjustable from 1 1/8 to 2 5/8 inches. Big, easy rolling steel wheels with 6 by 1.5 inch, semi-pneumatic, puncture-proof tires protect the finest lawns. Offset, heat treated, Swedish spring steel, solid-bar type blade and features at bottom of page. Fast, efficient, dependable.

16", 18" and 22" Gasoline Models

Unusually powerful and efficient. Cut regular lawn, tall grass and weeds. 16-inch equipped with easy starting, 1.2 H.P. Roto-Power engine. 18-inch has 1.5 H.P. Roto-Power engine with needle bearing connecting rod. Both have ball bearing crankshaft; automatic governor; big, easy rolling steel wheels with 6 by 1.5 inch, semi-pneumatic, puncture-proof tires; five cutting adjustments, from 1 1/8 to 2 5/8 inches; and all features at bottom of page. 22-inch has 3 H.P., twin cylinder Roto-Power engine; hand throttle; steel wheels with Ollite bearings and 8 by 1.75 inch, semi-pneumatic, puncture-proof tires; four cutting adjustments, from 1 1/2 to 3 inches; and features at bottom of page.

See Your Distributor or Write Us

MONARK SILVER KING, INC. 6501 W. Grand Avenue

Chicago 35, Illinois

Manufacturer of the Famous Monark Bicycles



Specially designed steel safety guards protect cutting blade. Readily removable for weed cutting or replacement.



Offset, solid-bar type, heat treated. Swedish spring steel blade. Shears cleanly. Reduces drag to a minimum. Tough, keen cutting and long lasting.



Slip clutch cushions shock if blade strikes on obstacle. Protects crankshaft and engine.

units) was slightly better than December's total but was 49 percent off January a year ago and was the second lowest (only December, 1951, was lower) month in three years.

Vacuum cleaner production in January (223,357 units) fell slightly below the December total and was even further (20.88 percent) behind January, 1951.

Freezer production in January jumped upward 5,000 units to 44,147, a level which was still 38 percent behind last January, but somewhat ahead of some of the months in the 1950 base period.

TV's Picture. Output of television sets, which in the last three months of 1951 leveled off at roughly 100,000 units a week, continued to just about hold that pace in January when production totalled about 405,000 units. This was slightly below December (469,000 units) and considerably below January a year ago (645,000 units).

Home radio production in January totalled 632,455 sets, a drop of 25.7 percent from December and of 46.1 percent since January 1951.

Scheduled Meetings

SAN DIEGO BUREAU OF HOME APPLIANCES

Spring Fair, Balboa Park
April 15-20

ROCKY MOUNTAIN ELECTRICAL LEAGUE

Spring Conference
Shirley Savoy Hotel, Denver
April 20-22

SOUTHEASTERN ELECTRIC EXCHANGE

Annual Conference
Boca Raton Hotel, Boca Raton, Fla.
April 21-23

US-CANADIAN RTMA

Joint Conference
General Brock Hotel, Niagara Falls, Ont.
April 24-25

PUBLIC UTILITY ADVERTISING ASSN.

National Convention
Minneapolis, Minn.
May 8-9

NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

Pacific Zone Meeting
Empress Hotel, Victoria, B.C.
May 13-15

4TH INTERNATIONAL LIGHTING EXPOSITION

Municipal Auditorium, Cleveland
May 6-9

NATIONAL APPLIANCE SERVICE ASSN., INC.

Annual Convention
Bismarck Hotel, Chicago
May 14-16

APPLIANCE PARTS JOBBERS ASSN., INC.

Annual Convention
Detroit-Leland Hotel, Detroit
May 21-24

1952 PARTS SHOW

Radio Parts & Electronic Equipment Shows, Inc.
Chicago
May 19-22

December off
second
51, was

in January
ately be-
as even
d Janu-

January
44,147,
ent be-
at ahead
e 1950

levision
months
100,000
t about
en pro-
0 units.
ember
ably be-
units).
January
of 25.7
of 46.1

new!

**Pedestal DYNAFAN
MP 525 HV**

Adjustable from 64" to 84". Moves 3850 cubic feet per minute. New wind-tunnel tested blades with power and capacity for large area.

Ideal for restaurants, stores, factories, churches, schools and large homes. 20" weighted base.



pluck your profits out of the air

with Mimar Dynafans



**DYNAFAN
MP 525 HV**

High Velocity. Portable. Quiet. 22½" High, 13½" deep, 21" wide. Useful from cellar to attic.

In designing these sensational Dynafans, Mimar Products, Inc., included every feature the customer wanted for complete comfort control in his home.

Dynafans feature *high velocity*, which means moving roomfuls of air in minutes. And Dynafans produce perfect ventilation wherever it is needed—from cellar to attic.

They are completely *versatile*—one Dynafan can cool hot spots—warm cold areas—draw in fresh air—exhaust stale air. All Dynafans

are completely portable, require no installation, are usable in every season, harmonize with any interior decoration.

There is a Dynafan to fit every customer's need—air volumes moved range from 2500 to 3850 cubic feet per minute.

Finally, all Dynafans carry a 5-year guarantee.



**MIMARVEL
Hair Dryer**

Tilttable, portable. Small space Heater. Dryer. Also Cools. Completely Versatile. 11" x 9½" x 5½"



**STARFLECTOR
Combination
FAN-HEATER
MP 300**

Versatile—Cools, Heats—Ventilates. 16" High—8" Deep—14½" Wide. Year-around use.

See these sensational Dynafans
in action, try them yourself...contact
Mimar for all details.

MIMAR PRODUCTS, INC., Brooklyn 5, New York

Branches: El Monte, California • Chicago, New York

Fringe Areas Hold Vast Potential for TV Sales

THESE 3 VEE-D-X

FRINGE AREA SALESMEN

WILL HELP YOU GET YOUR SHARE

NEW VEE-D-X
Long John

PROVIDES 41% MORE GAIN THAN THE BEST 5 ELEMENT YAGI

You can lick those twin demons of fringe area reception—"snow" and "flop-over"—with this sensational new extra powerful 8 element Yagi. Provides as much gain as a double stacked Yagi array! Yet it costs less, is easier to install, and provides better rooftop appearance. Has famous VEE-D-X pre-assembled construction.

NEW ROCKET BOOSTER

Single channel mast-mounted booster provides powerful 18 db gain. Amplifies signal at antenna height where most favorable signal-to-noise ratio exists. Uses only single 300 ohm transmission line. Has two components—(1) the mast-mounted booster, and (2) a control unit which fits snugly against back of TV set.

OUTBOARD BOOSTER

The original single channel outboard type booster. Packs a powerful gain which provides brilliant picture quality in fringe areas. Easily and quickly installed by your maintenance men. Both-easy tuning completely eliminated.

REMEMBER . . . for the ULTIMATE IN SINGLE CHANNEL RECEPTION
Install Long John plus the new Outboard Booster or the mast-mounted Rocket Booster. In EXTREME FRINGE AREAS both boosters can be used in combination for added gain.

VEE-D-X

MAKERS OF THE WORLD'S MOST POWERFUL ANTENNA SYSTEMS

THE LAPOINTE-PLASCOMOLD CORPORATION
Windsor Locks, Connecticut

Gentlemen:
Please send literature on the following

Company Name

Street

City Zone State

Your Name

Name of Your Jobber

GOVERNMENT

Fair Trade: Lots of Action

Those favoring it try to make new laws while the anti-trusters say Sunbeam's individual contract system breaks existing laws

There was Fair Trade action on two fronts last month.

In Washington, legislators studied the merits of two new bills aimed at reviving Fair Trade. (For details, see story on page 208). And in Chicago, the Department of Justice instituted a civil suit against Sunbeam Corp alleging that the firm's contractual system of maintaining prices was a violation of the Sherman Act.

When resale price maintenance was knocked for a loop last year by the Supreme Court's decision on the Schwegmann case, it was a retailer's private suit that did the trick. Now the government is in the act with its action against Sunbeam.

Background. The Schwegmann case decision led to a general break-down of Fair Trade and from there to last summer's price wars. Some manufacturers, however, began working on plans to make retail price maintenance work even without the non-signer clause (which the Schwegmann decision had invalidated). Probably the most ambitious of these plans was designed by Sunbeam when the firm undertook to have each retailer selling its products sign a contract fixing minimum retail prices. (Such contracts are still legalized by the Miller-Tydings amendment in all states having Fair Trade laws. And only Missouri, Texas, Vermont and the District of Columbia don't have them.) This solution—requiring contracts with each retailer—had been considered before but had usually been abandoned because of the cost or because of difficulty in enforcing it. But Sunbeam, a determined advocate of Fair Trade, decided to spend the necessary money and effort.

What They Did. Here's what Sunbeam is charged with doing and the reasons why the anti-trusters say it's illegal:

Sunbeam signed individual contracts with some 1200 of its wholesalers which (a) fixed the wholesalers' selling price and (b) bound him to sell only to retailers who have price maintenance contracts with Sunbeam. The wholesalers worked with Sunbeam in getting retailers to sign the Sunbeam contracts.

Once he's signed up, each retailer gets a contract number which he must place on his order for Sunbeam appliances. Wholesalers check Sunbeam lists to determine whether the contract number matches up with the dealer who placed the order. If they match, the merchandise can be shipped. But if the dealer is using a number that doesn't belong to him—or if his order doesn't have a number—he doesn't get the merchandise. It's obvious that considerable work is involved in

keeping tabs on 1200 wholesalers and over 100,000 retailers.

And, say the antitrusts, to the extent that this system is effective, it is a violation of the antitrust laws. Sunbeam and its wholesalers are charged with a "combination and conspiracy" to fix the retail price of Sunbeam appliances. This "elaborate system of contracts and agreements," says the Department of Justice, is far different from the situation when a manufacturer decides not to sell to a retailer because he won't abide by a suggested selling price.

It's still perfectly legal for the manufacturer to do business with whom ever he chooses. But, the antitrusts claim, Sunbeam and its wholesalers have gone far beyond this—they have, says the suit, conspired and combined to boycott any retailer who (a) won't sign a Sunbeam contract or (b) signs it but doesn't adhere to the fixed price.

Other Claims. The government also hit Sunbeam on a couple of other counts:

They attack the company's contracts with wholesalers in non-Fair Trade states which oblige them not to sell out-of-state retailers who haven't signed up. These wholesalers are also forbidden to sell retailers in their own state who are suspected of shipping out of state.

The law in this non-Fair Trade area is rather fuzzy and confusing; most of the Supreme Court decisions go back to the 1920's. The courts have had to draw a line between (1) a businessman deciding not to do business which is perfectly legal, and (2) a seller using coercion and duress to

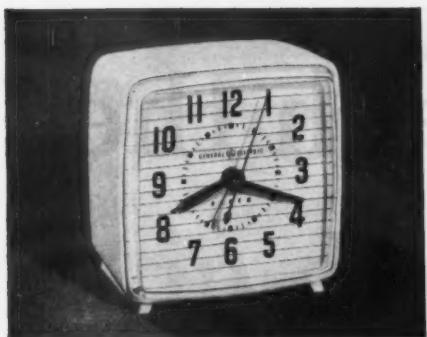
Joins NPA



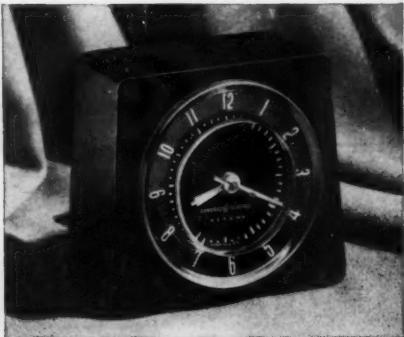
MAX NOBLE, assistant sales manager of Fresh'n'Aire Co., a division of Cory Corp., has taken an indefinite leave of absence to join the electric fan section of NPA's consumer durables division.

LOOK! G.E. has exciting news for you this Spring...3 brand-new gift clocks!

**Rarely have you had such brilliant designs combined
with such values at \$4.95*, \$8.95*, and \$13.50*!**



The Riser (model 7H-208). A new, smart, streamlined electric alarm clock. Priced right for the budget-minded shopper. Large, easy-to-read dial. Brown numerals and hands with red sweep-second and alarm-set hands. Shatterproof crystal. Smooth, ivory-plastic case. Retail price, \$4.95.*



The Woodsman (model 7H-212). This rugged-looking beauty is every inch a man's clock . . . for desk, bedroom, den. Brown mahogany-finish case. Large, brown numerals recessed in bronze-tinted bezel. White hour and minute hands, red sweep-second hand and alarm-set hand. Shatterproof crystal. Retail price, \$8.95.*



The Serenade (model 7H-214). Its ultra-modern style makes this beautiful new alarm clock a natural for any room in the house. Brilliant, light-colored birch case surrounds jet-black dial and bronze-tinted bezel. Large off-white numerals, red sweep-second hand, gold-colored alarm-set hand. Retail price, \$13.50.*

ORDER FROM YOUR G.E. DISTRIBUTOR NOW!

New Sales Helps

for your Spring Gift Promotions!

- ★ New envelope-stuffers for your mailings.
- ★ New ad mats for your local advertising.

Nationwide Consumer Advertising sells these clocks for you!



THE GREAT GARRY MOORE SHOW! Watched by millions of women daily . . . G-E Clocks are featured three times every week.

LIFE AND WOMAN'S DAY sell G-E Clocks for you . . . ads appearing regularly, many in color, during April, May and June.



ORDER THIS SPECIAL GIFT DISPLAY NOW!

For a limited time only! Order this beautiful new mahogany veneer display . . . the new G-E Shopette . . . and receive automatically in the same carton one 7H-192 Wink Alarm Clock with a retail value of \$4.95.*

BOTH FOR ONLY \$4.95*

Sell the Wink and get your investment back!
Display takes up less than 13 inches of valuable window or counter space. Solid, wood construction. Holds two clocks. Easy to set up; simply attach legs. No nuts or bolts.

YES, SIR! G-E Electric Clocks are self-starting. Never need winding. Are quiet, accurate, give years of trouble-free service. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

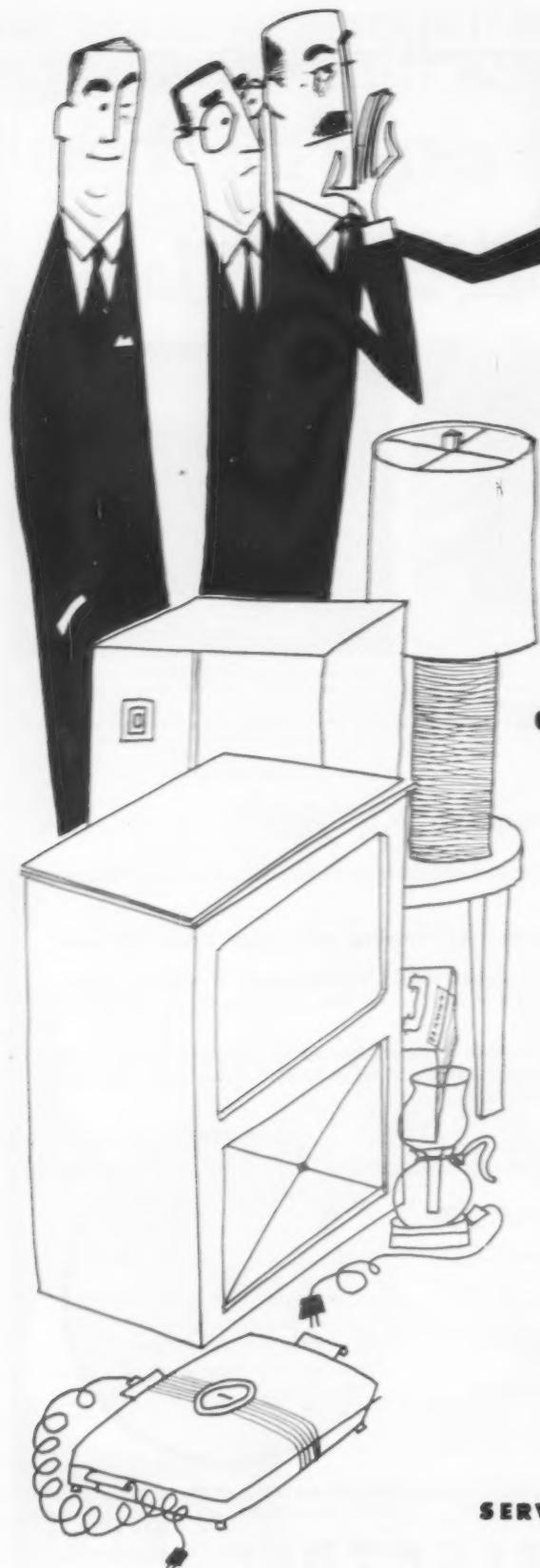
**ORDER THROUGH
YOUR G-E DISTRIBUTOR**

NOW!

*Plus applicable taxes. Manufacturer's recommended retail or Fair-Trade price.

*Prices and specifications subject to change without notice.

GENERAL ELECTRIC



reach the

and the rest of the appliance-

The "Right People" for manufacturers of appliances and radio-TV sets are a very small minority of a modern department store's buying staff—three people . . . sometimes combined functions cut that down to two . . . or even just one person . . . and that person can be mighty important to you.

You want your trade advertising message to reach this small but important group in the 1200 odd department stores which sell major appliances, radio-TV sets and electric housewares. A leading authority labels only 74 of them as truly *major stores* with perhaps 130 more as helpful to a national promotion of appliances and radio-TV sets.

SERVING THE APPLIANCE-RADIO-TV INDUSTRY

“right people”..... in department stores

radio-TV world at the same time!

More of these department store appliance-radio-TV buyers buy **ELECTRICAL MERCHANDISING** than any other trade magazine. Professional judges of value, they buy **ELECTRICAL MERCHANDISING** for valuable sales ideas . . . ideas which tell how to promote merchandise and really sell appliances and radio-TV products. Busy buyers who hit their markets, plan local advertising and supervise floor sales, read it for ideas which will help them make their sales bonus. Store buyers in other departments do not read it.

If the department store buyers important to you read **ELECTRICAL MERCHANDISING** where is the rest of its

circulation? The answer — just where you'd like to have it. All the people who sell your product — appliance-radio-TV stores, furniture and hardware stores, electrical utilities and other merchandisers of appliances and radio-TV sets — read **ELECTRICAL MERCHANDISING**. More of them buy **ELECTRICAL MERCHANDISING** than any other trade publication. **ELECTRICAL MERCHANDISING** is read by appliance-radio-TV dealers and **NO OTHERS**.

Yes, this leading publication in its field, the industry's Best Seller, reaches the Right People in department stores . . . and the rest of the appliance-radio-TV world along with it!

**ELECTRICAL
MERCHANDISING**

CASH IN ON KITCHEN SALES!



Take advantage of the big demand for steel kitchens and cash in on this profitable business. It's EASY! Harrison now has available to you the striking display unit shown above, featuring cabinets in COLOR. It comes complete in every detail and can be assembled in less than two hours. It is free standing, it attracts attention, and it shows the beauty and superiority of Harrison cabinets in the most attractive way.

Harrison offers a complete line of Standard and Custom Cabinets made of heavy gauge steel and finished with beautiful, lasting baked-on enamels. Order complete kitchens or single cabinets, in white or pastels.

Harrison
STEEL CABINET COMPANY

4718 WEST FIFTH AVENUE • CHICAGO 44, ILLINOIS

ATTACH
TO YOUR
LETTERHEAD
TODAY!

SEND THIS COUPON NOW!

Harrison Steel Cabinet Co.
4718 West Fifth Ave.
Chicago 44, Ill.

Please send more information on HARRISON
steel kitchens to:

Name _____

Company _____

Street _____

City _____

get a buyer to sign an agreement under the threat of cutting him off from his supply of merchandise—which is illegal.

The seller can cut off a buyer all right, but he's getting on dangerous ground if there's a conspiracy involved, or—under the Federal Trade Commission Act—if by cutting off a retailer he "substantially lessens competition."

Sunbeam's Answer. Reiterating its faith in resale price maintenance, Sunbeam quickly announced that "we are going to contest this suit with all the strength at our command and will continue to operate under our contractual system until such time as the Federal Courts shall construe the existing law to be different than we think it is."

Commenting on the suit, Sunbeam told its distributors that: "The fact that the Department of Justice has not sought any penalties nor named any of the executives of our company, nor named any of our distributors as defendants is in itself a clear indication that they recognize in their own minds the distinct possibility that the court will construe existing laws to fully sustain our contractual system."

The firm also noted that if Congress passes the Fair Trade legislation now before it, "the principal issues set forth in this suit will be disposed of and the suit become academic."

Hurdles for Law

Sustained campaigning on the part of Fair Trade proponents paid off last month when two House committees reported out bills despite efforts by committee leaders to keep the legislation bottled up.

The House Interstate and Foreign Commerce committee acted on the McGuire bill while the House Judiciary committee voted out the milder Keogh bill. Both legalize the "non-signer" clause but neither closes the so-called "Wentling loophole" whereby a mail-order house in a non-Fair Trade state can sell cut-rate into a Fair Trade state.

There is a good chance that the Fair Trade lobbyists can bring enough pressure to bear in the House, where all members are up for re-election this year, to pass a Fair Trade bill. The Senate, however, has a much busier schedule and is not as vulnerable to pressure as the House (only a third of its membership is up for re-election). Chances are that the bill might die there. But even if it got through the Senate, a Fair Trade bill is almost certain to run into a White House veto, which would kill its chances for enactment during the 82nd Congress.

Use Fair Trade

Landers, Frary & Clark has decided to Fair Trade its Universal Jet 99 vacuum cleaner and other items of home cleaning equipment at retail levels in states where appropriate Fair Trade laws exist.

Lee Moss, sales manager of LF&C's

home cleaning equipment department, told distributors that the firm has been "very seriously concerned" over price cutting in the vacuum cleaner industry. In addition to Fair Trading the Jet 99, the cleaner is being marketed through only one distributor in each market and the company has recommended that distributors set up their retail distribution on a limited basis.

Fair Trade price of the cleaner will be \$99.95.

Canadian Credit

A different kind of "price war" broke out in various Canadian cities last month. Instead of slashing list prices, Canadian retailers were offering "generous" trade-in allowances for "anything"—including old toys, brooms and unwanted household furnishings. The Canadian "price war" was actually aimed at easing down payment requirements. Merchants hoped that the \$100 to \$200 trade-in allowances would reduce the size of the required down payment to the point where customers would re-enter the market. Government credit regulations require retailers to get one-third as a down payment.

New Credit Rules?

Regulation W bounced back into the Washington spotlight last month as the Senate and House committees on Banking and Currency began investigating the renewal of defense controls.

A casual observer might well feel that he had "heard this song before", with the Federal Reserve Board plumping for permission to raise credit requirements if necessary and various industry groups asking for a loosening of credit requirements.

FRB, which enforces the controls, told the lawmakers that it thinks the 15 percent down payment requirement is all right—for the present. But the Board wants the power to raise requirements should credit start expanding rapidly later in the year. It also hopes that the new law will give the Board the power to reduce the period of repayment if consumers should start a buying rush.

But trade groups, manufacturers, and even some labor unions urged the lawmakers to soften up the credit requirements. This softening advice took a variety of forms—some wanted longer repayment periods, others advocated lessening the exemption from \$50 to \$100, and some wanted Regulation W eliminated completely. Some dealers, however, expressed fear that easing of the regulation might allow large chains to undersell them on terms as well as price.

It was hard to tell in advance exactly what might come of the new hearings. It appeared fairly certain, however, that the Federal Reserve's request for power to tighten up the controls might not get too far. Congress has shown little conviction that renewed inflation may be ahead and is more impressed with stories of soft spots in business.

Kresky OIL FLOOR FURNACES

KRESKY "EVENHEAT" MODEL



One of seven dependable Kresky Oil Floor Furnaces, a complete line to meet any customer's heating needs.

Pioneering Leadership
Since 1910

★
FLOOR & WALL
FURNACES
BASEMENT &
UTILITY
FURNACES
SPACE HEATERS
STORAGE &
AUXILIARY
WATER HEATERS
★

Only 10% Down — Kresky Oil Floor Furnaces qualify under the most liberal Government credit terms. They are easier to sell because they are easier for your customers to buy.



*Open Your Door
To a Big New Appliance Market!*

Make sales where you have never made them before—in the basic home heating field. Kresky Oil Floor Furnaces heat an entire house—yet they are compact, attractive, as easy to install as a washing machine... a natural for any home appliance dealer. And there is a big market for Kresky Oil Floor Furnaces among millions of small home owners—

waiting for alert appliance merchants to cash in on it. Kresky units move when other merchandise may be slow. Established Kresky dealers report that this has been one of their most profitable years. If you did not enjoy your portion of profitable oil floor furnace business... act now, and find out how you, too, can cash in on these extra sales.

ONE OUT OF EVERY FOUR OIL FLOOR FURNACES SOLD

IS A KRESKY!

You can prove Kresky is America's finest oil burner with your portable "live" demonstration kit. You can open the "heart" of the Kresky Oil Floor Furnace right in your display room—or your customer's own living room—and show how the patented Kresky Burner turns wasteful smoke and soot into useful extra heat.

Act Now!

Just attach the coupon below to your letterhead for full information about Kresky sales opportunities. **Limited Number of Territories Open for Qualified Distributors**

— MAIL THIS COUPON TODAY —

KRESKY MFG. CO., INC.

2nd and H Streets, Petaluma, California

Send complete facts and figures on Kresky Oil Floor Furnaces. Also the name of the nearest Kresky distributor.

NAME _____ COMPANY _____

ADDRESS _____

CITY _____ STATE _____





A. H. BARRETT: a "fall guy" does something about it.

TV Dealers Speak Out

Stamford dealers, dissatisfied with margins and trade practices, run a paid ad to air their view and find that other retailers agree with them

The television pot came to a boil last month.

Dealer dissatisfaction over margins and pricing policies had been brewing for some time. In February a group of dealers in Stamford, Darien, New Canaan and Greenwich, Conn., blew off steam with an ad in a trade paper.

Headlined "Hello Brother Fall Guys," the ad outlined a variety of problems plaguing television dealers, then went on to assure them that "you can do something about this."

Then things began happening. Well over 100 letters poured into the offices of the Appliance Dealers Assn. of Stamford—letters not only from other dealers and other dealer associations but also from distributors and manufacturers. All agreed that something must be done to put television's house in order and some correspondents backed up their conviction with checks. A similar group in Bridgeport raised money to print the Stamford ad in another trade paper and by mid-March the Stamford group had mailed reprints and further information on their program to every dealer association in the country.

How It Started. The Stamford ad was conceived by A. H. Barrett, a successful merchant on the local scene and nationally one of the organizers of NERA (now NARDA). The problems outlined in the ad had worried Barrett for some time, but things came to a head early this year when several television manufacturers began listing their excise tax and warranty charges separately, thus in effect further reducing what dealers already considered insufficient margins.

The actual ad followed "a couple

of sleepless nights worrying about the whole thing," according to Barrett. A meeting of the Stamford dealer association quickly approved publication of the ad and contributions of \$15 and \$25 (depending on a dealer's volume) were subscribed.

The ad's copy complained that dealers were in effect working for TV manufacturers for nothing, that net profit on TV was less than operating costs, and that TV sales had to be subsidized with profits from white goods. In addition, said the ad, dealer margins were cut by separating warranty and excise tax charges from the list price. Dealers were forced to handle this money at a bookkeeping loss and at times were forced to pay these charges with their own money before collecting from the customer. Parts warranties and parts return and replacement procedures were also criticized.

What were the Stamford dealers going to do about it? According to the ad, they would not carry any line that did not have a fair margin of profit. "We refuse to pay separate charges on an invoice or handle money without profit. . . . We will continue to spend advertising money like this."

What Happened. From all parts of the country dealers and associations wrote the Stamford group that they agreed with them. A number of distributors indicated their agreement. And a number of manufacturers expressed some intention of doing something about the problem. Replies to the ad read like this:

Dealer, Chicago, Ill.: Congratulations on your courageous paid article. If there is any way that I can be of

assistance to you, I will do my utmost to help.

Dealer, Little Rock, Ark.: We would like to back you up and start an organization of this type for the state of Arkansas.

Dealer Association, Seattle, Wash.: We feel that your association is certainly on the right track and it may be that we can take a page from your book.

TV Distributor, California: We certainly agree with you that the handling of parts warranty and taxes without profit is a miserable way to do business. We distributors are in the same boat you are and hope for correction of this situation."

In addition, there were indications that the ad might have led to some specific reforms. Several manufacturers built their advertising around it, promising dealers more adequate margins with their lines. A new discount

structure was announced by one distributor in the area, providing a 30 to 35 percent margin on sets.

What Now. By the middle of March the Stamford group was just recovering from the response to its initial ad. As the letters began to come in the group made an effort to answer them personally. But the volume of mail made this impossible. Early last month, however, the Stamford group mailed out a reprint of the ad, excerpts from the letters they had received, a copy of the letter they had addressed to congressmen and the governor and a cover letter urging "spontaneous and nationwide" action to every person who had replied to their original ad as well as to every dealer association in the country. (Copies of this supplementary information are available from the Appliance Dealers Assn., 35 Worth St., Stamford, Conn.)



IRE's MEDAL OF HONOR goes to Dr. W. R. G. Baker, right, General Electric vice-president, during the annual IRE convention in New York. Presenting the medal to Baker is Dr. Donald B. Sinclair, Institute president. At left is defense mobilizer Charles E. Wilson.

Color Steals The Show

UHF telecasting was supposed to be highlight of annual IRE show, but revival of Columbia-RCA color battle steals the spotlight.

Ultra high frequency television was supposed to be the center of attraction at the annual IRE show in New York last month but that "old debbil", color television, managed to steal a good share of the headlines.

The preliminary news release from the show management pointed out that "emphasis will . . . be placed this year on ultra-high frequency receivers and transmitters" and added that "color television equipment will also be discussed and displayed."

But once Columbia Broadcasting System began demonstrating its color

system, using an RCA color tube in place of its much publicized "flying discs", the newspaper headlines swung away from UHF television and back to the color war.

It didn't take RCA long to prepare a reply to the CBS demonstration. The substitution of the tube for the disc proved, said RCA's Dr. C. B. Jolliffe, that RCA had been right all along in contending that the disk is "outmoded and obsolete". Continued Dr. Jolliffe: "It also proves that there was no justification for imposing a spinning disk with all its limi-

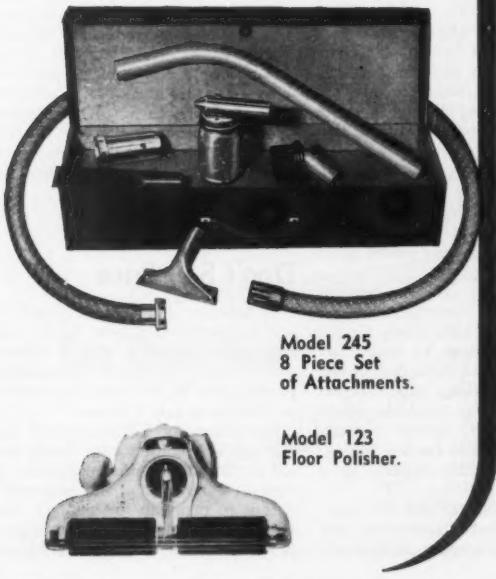
ROYAL

Leads with a 

4 Bagger



Model 235C
Headlight and
Motor Driven
Brush.



Model 245
8 Piece Set
of Attachments.

Model 123
Floor Polisher.

A Money Maker for YOU
A Money Saver for Your Customers

Here they are Mr. Dealer,
an upright combination
and a tank-type bargain
. . . two big deals that
will bring you big volume
and good profit on a
small investment.

HERE'S THE COMBINATION DEAL

Model 235C Upright	Regularly	\$54.95
Model 245 Attachments	Regularly	16.95
Model 123 Floor Polisher	Regularly	7.50

Total Retail Value \$79.40

ALL THREE for Only

\$ **59⁹⁵**

YOUR CUSTOMERS

SAVE \$19.45

AND  . . . here's a tank-type "Running Mate" for your combination deal . . . the **280**

ASK YOUR
ROYAL
DISTRIBUTOR

about the special "incentive selling plan" for retail salesmen on the tank-type "280" during this Spring sale.



Model
280

**NO DUST BAG
TO EMPTY**



Get more than your share of the tank-type business this Spring with this fine ROYAL. Has "Toss Out" dust bags . . . Full set of efficient cleaning tools . . . a handy carrying kit . . . and at a money-saving price!

ROYAL VACUUM CLEANER CO., 340 E. 105th Street, Cleveland 8, Ohio

Watch for these

NESCO

ads!



in ... Better Homes

The Saturday Evening

POST • McCall's
• MODERN BRIDE •

LIVING
FOR YOUNG HOMEMAKERS

... Delivering some
35,000,000 Reader Impressions
During April, May and June!

Write Today For Free Sales Aid

Gifts for
Thoughtful Givers

NESCO

★ Nesco...
A Trusted Name

201 North Michigan Ave., Chicago 1, Illinois

tations and disadvantages on the American public." Even so, continued the RCA spokesman, "the CBS color television remains incompatible . . . existing sets cannot pick up color broadcasts from the CBS system without an extra gadget called an adapter."

Still UHF's Show. But despite the color fireworks, the main interest at the show as far as set manufacturers were concerned, was with UHF equipment. This new telecasting medium was providing none of the controversy which color had stimulated and it was obvious that many sections of the trade looked forward to its commercial establishment with more relish than was evident when color appeared.

From the dealer's point of view, one of the most interesting—and certainly one of the least technical—addresses given at the meeting was that of Richard W. Davis, general manager of WELI in New Haven, Conn. Davis, whose station lies in the "backward" of the first experimental UHF station in Bridgeport, told a press conference that UHF "is the answer for the home viewer who wants clear, sharp pictures from a local station rather than a noisy picture from some VHF station 50 or more miles away." Davis has taken a lively interest in the UHF experimental telecasts originating in Bridgeport and he came up with an encouraging set of conclusions. Said he: "Interference be-

tween stations will disappear (when UHF arrives) . . . no more 'Venetian blinds' on the screens. Our observation has clearly shown that man-made interference disappears in UHF. The signal is entirely free of auto ignition noise and picture break-up, diathermy lines, X-ray and other similar interference." He predicted that under the maximum power proposed by the FCC for UHF stations, reception of 40 to 50 miles will be "average".

Show Converters. Several set manufacturers showed visitors to the IRE exhibit their solution to the UHF conversion problem. Notable among these were those of RCA Victor which had not previously been exhibited to the public. The equipment included a multi-channel converter designed to receive programs on all channels in the UHF band and low-cost one- and two-channel converters to be added to VHF sets in areas where one or two UHF stations go on the air. All RCA sets shipped since last August have VHF tuners so designed that they can be replaced with a combined UHF-VHF tuner providing reception on any combination of UHF and VHF channels.

Other manufacturers showing UHF receiving equipment (most of it announced earlier) were Du Mont, General Electric, Kingston Products, P. R. Mallory & Co., Standard Coil (see story below) and Zenith.

82-Channel Tuner

Standard Coil Products Co., Inc., a firm which has turned out well over five million VHF tuners, last month gave set makers a look at its approach to UHF television.

The company's new tuner covers all 82 prospective television channels and is similar in design to the Standard VHF tuner—a similarity prompted by "public acceptance" of the latter model, company officials said.

Standard executives told a meeting of the press that they feel their new unit has several important advantages over UHF tuners shown by other tuner manufacturers.

(1) Set makers who use the Standard tuner will not have to add channel strips area by area; any set can be shipped immediately to any TV area without adding channel strips for the particular channels in use in that area.

(2) Consumers who buy a set with the Standard tuner will be assured that they will not have to add additional channel strips at a later date, since the Standard tuner covers all 82 channels.

The new tuner will be supplied with all channels "pre-tuned" at the factory, making it unnecessary for the dealer or serviceman to make any station adjustment. The dial of the new tuner has three superimposed knobs. The viewer turns one knob for the tens digit, another for the unit digit and a third for fine tuning. The channel number appears in a window on the dial.

Standard president Glen E. Swanson told the press conference that he expected his company to be ready

to ship the new tuners during the first week of August. Manufacturers were shown the new unit at individual showings last month. Indicative of their interest was Swanson's revelation that one of the biggest set makers had already asked for deliveries in April.

Volume production of UHF tuners for Raytheon receivers was scheduled to get underway in late February, according to a company spokesman. The new unit mounts on the top of the tuner in present Raytheon VHF sets and is controlled by the same knob. W. L. Dunn, vice-president in charge of sales and engineering for Belmont Radio Corp., said that this design "conforms to our company policy of always protecting our customers against obsolescence." The company scheduled early production of the new tuner in order that the units would be available without delay when the freeze is lifted, Dunn said.

Don't Sell Price

A tendency among some dealers to sell television on a price basis alone was sharply criticized by J. B. Elliott, vice-president in charge of consumer products for RCA Victor, in a speech in Buffalo in late February.

The theme of Elliott's speech was that the TV industry must "build and sell receivers that represent the best in design, workmanship and materials" if it is to maintain the public's confidence. Acknowledging that manufacturers have a key responsibility in

HAVANA TO MIAMI! 250 MILES!

PHONE 82-7816

PHONE 82-0310

FROST TELEVISION CENTER, INC.

115 W. FLAGLER STREET
MIAMI, FLORIDA

February 15, 1952

Mr. Walter L. Stickel
National Sales Manager
Allen B. DuMont Laboratories, Inc.
East Paterson, New Jersey

Dear Walt:

If I hadn't seen it, I wouldn't believe it! I have just returned from a pre-view showing of your new 1952 models held at your branch here in Miami, and wanted you to know how terrific we think your new line will be in this market.

The cabinet styling is tops. Prices are more than competitive. Performance is really outstanding. For example, I saw the Devon model receive a clear and sharp picture with perfect sound from Havana, Cuba - Channel 6 Station CMQ-TV. That's over 250 miles away!

The picture quality with the 4mg bandwidth and 16 KV voltage puts your receivers in a class by themselves.

This year it looks like it's DuMont all the way. Can't wait for my first shipment.

We hope you can get down this way and see for yourself how DuMont is taking Miami by storm!

Best regards from all of us.

Cordially yours,
Jay Jacobi
President

JJ:woj

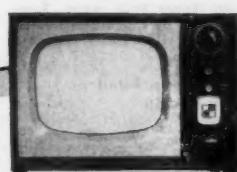
... SHARP PICTURE
WITH PERFECT SOUND
FROM HAVANA.. OVER
250 MILES AWAY

says Important Miami Dealer
of the

1/1-1/2-1952

DuMont
Table Model

READ HIS
ENTHUSIASTIC
REPORT



The DEVON, By Du Mont

with big 17-inch rectangular tube. Plug-in for record player. Cabinet of fine mahogany or lined oak veneers.



LOOK INSIDE
then compare!

See Why
Du Monts
Do More
in '52

See Them Now!

the Harvest of 21 years pioneering
by DUMONT
First with the Finest in Television

Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, N. J. and the Du Mont Television Network, 515 Madison Avenue, New York 22, New York

Now-The Queen of Gifts!



Distinguished For Its Graceful Contour And Design . . . An Ornament To The Finest Table Setting

Like each of the other widely popular models in the famous EMPIRE Line of Fully Automatic Electric Percolators, this newest addition to the family makes "just wonderful coffee." . . . Every cup the same, every time!

- Simply plug it in—no regulating!
- Automatically stops "parking"!
- Keeps coffee serving hot for hours!

Craftsmen fashioned . . . Lustrous aluminum . . . Graceful black plastic handle.

To Retail at

\$9.95

With
Cord Set
(Slightly Higher in West)



EMPIRE "Aristocrat" Electric Toaster

Makes that golden brown toast everyone likes! Flat top keeps toast warm. Toast turns automatically by flipping doors. Extra large element. U.L. Listed. Finished in chrome and black.

No. 769—To Retail at
\$4.50

EMPIRE Sandwich Toaster & Waffler

Makes 2 large or 3 small sandwiches—fries bacon, eggs, griddle cakes, grills steaks and chops—right at the table. Waffle grids removable and interchangeable. Cool plastic handles—smart chrome finish.

No. 788—Retailing For \$12.95



THE METAL WARE CORPORATION

NEW YORK
200 5th Avenue

TWO RIVERS
WISCONSIN

CHICAGO
Room 1411A Merchandise Mart

this situation, Elliott added that dealers and their sales people must share this responsibility.

"Some of the people who sell television seem unaware that the customer might be interested in something besides price. Every time they hear of a price cut in a brand other than the ones they are handling they get buck fever. If they can't undersell, they can't sell at all," Elliott said.

electronic transmission or receiving equipment, or the parts circuits or components thereof, or to the purchase, sale, assignment or holding of patents"

What does it mean? Some thought the new investigation was a possible outgrowth of the color controversy, possibly aimed at determining whether manufacturers had conspired against CBS color. Others regarded it as a move by government antitrusts to demonstrate that they were still on the job. And some regarded it as a government "hunting" expedition.

And what would it prove? Any results seemed to be a long way off, if for no other reason than the number of documents that had been requested and the time it would take to even read them, let alone evaluate them as evidence in an antitrust case.

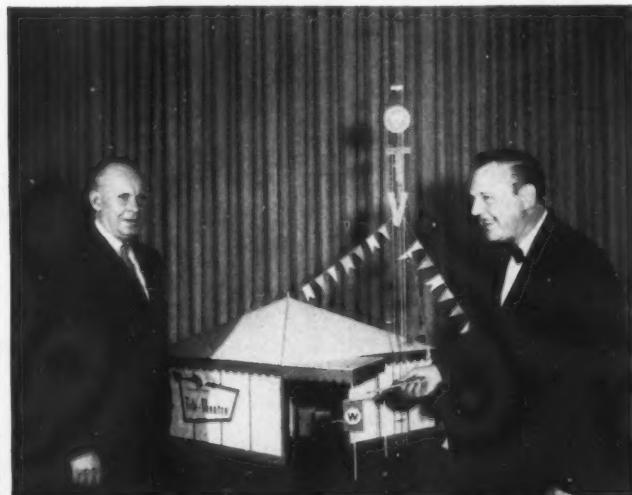
. . . and Financial

But there was more than legal trouble in the industry last month. Financial woes hurt, too.

Bankruptcy proceedings hit Starrett Television Corp. (the second "name" producer to file such proceedings since the first of the year). And Monarch-Saphin, a New York City discount operation which achieved a degree of notoriety last spring with its auction of TV sets, also went into bankruptcy.

Last spring's auction edged back into the news briefly during the bankruptcy proceedings when Monarch-Saphin instituted treble damage proceedings for over two million dollars against eleven distributors. The suit charged the distributors with a variety of unfair practices and pointed out that certain distributors had "protested and vigorously opposed" the television auction last spring.

Amusement for Amusement Parks



A TELE-THEATRE for amusement parks, fairs, exhibitions and other public events has been designed by the television and radio division of Westinghouse and approved by the Amusement Park Assn. Each "theatre" is equipped with a 24-inch TV set. Park owners will purchase the "theatre" but Westinghouse dealers will conduct their operation at a rental fee to the park owners. The units are expected to provide dealers with a showroom and a wide variety of prospects for set sales. Sales promotion manager F. S. McCarthy, who developed the plan, shows off a model "theatre" to J. N. Van Deman, left, merchandising manager of the television-radio division.

Big Virgin Market

for the Hoover Electric Floor
Polisher



Comes complete with wax-applying brushes, polishing brushes, and felt polishing pads. Steel wool and lamb's wool pads also available.

Look at the sales figures! There hasn't been such a big virgin market in the housekeeping field since the vacuum cleaner was first brought out!

While sales of other appliances have been lagging, sales of electric floor polishers have been going up—up—UP!

Sales of more than \$16,000,000 in 1951. A 16% gain in an "off" year!

Why?

Because there's a new and growing trend toward *uncovered* floor space. And most of all, because at last there's a truly practical electric floor polisher on the market.

New design...
new operating principle!

The new Hoover Electric Floor Polisher makes former floor polishers as obsolete as the old-fashioned wash-tub! *Two fingers guide it.* Brushes revolving in opposite directions keep it in perfect position. No pulling, pushing, or bearing down. Can't bounce or wander.

Even worn or stubborn floors take a high gloss in minutes. Perfect for table tops, panelled walls, and automobiles, too—for every wood or composition surface that will take a polish.

Sells almost on sight!

We have a *tested* promotion plan which sells the Hoover Electric Floor Polisher in volume for every dealer who has used it. And this same *proved* promotion plan is ready to go to work for you. Mail the coupon and we'll give you full details about this profit-making opportunity—show you how you can begin cashing in at once on this great virgin market.

The Hoover Company
 Special Products Division
 North Canton, Ohio
 Please give full details about your *tested* promotion program on the Hoover Electric Floor Polisher.
 Name _____
 Street and No. _____
 City _____ Zone _____ State _____



THESE THREE EXECUTIVES, division manager F. S. Cornell, left, assistant manager James F. Donnelly, center, and marketing director S. E. Wollenhain, head up A. O. Smith's expanding water heater division.

Licking Two Problems

A. O. Smith, having already lowered the cost of glass-lined heaters, comes up with plans to double its productive capacity by next January

In 1941 A. O. Smith Corp. began producing its glass-lined water heaters.

In 1947 the company's water heater division moved into a new plant in Kankakee, Ill., and began turning out mass-produced quantities of these appliances.

Yet, despite the fact that one magazine called the Kankakee plant "the most efficient factory of its kind in the world," company officials soon realized that their production headaches were far from over.

Two main problems bothered A. O. Smith officials: one was the higher cost of producing a glass-lined water heater, a cost differential which forced the firm to produce a supplementary line of galvanized-tank heaters in order to tap the mass market. The other problem wasn't immediately apparent, but within a few months it became obvious that even the new factory couldn't keep up with orders for the glass-lined heaters.

To complicate the situation even further, it was obvious that a solution to the first problem (lowering the cost of glass-lined tanks in order to eliminate the necessity of turning out a galvanized heater) would complicate the second production headache—since lowering the cost of the glass-lined heater would sharply increase the demand for a product already in short supply.

Last month A. O. Smith called a press conference to describe how it had licked the first problem—cost reduction—and was on the way to eliminating the second—inadequate production.

Cutting Costs. The company's research department can take a good deal of credit for the cost-cutting steps. The firm developed a glass-coating that was two and one half times as resistant to corrosion as the glass-coating used in 1940. In addition, the new coating can be bonded to steel

more readily. This development led to several important cost reductions. It was no longer necessary to buy special premium steel for the body of the tank. It became possible to substitute visual inspection of the inner glass surface for the more elaborate electrical inspection which had been used.

In addition, the company managed to eliminate stainless steel spuds at the various entrances to the glass-lined tank by substituting carbon steel and glass-coating these spuds.

Developments like these permitted A. O. Smith to introduce a competitively priced line of glass-lined water heaters in the spring of 1950.

Stepping Up Output. Working a normal eight-hour day, the company's Kankakee plant now turns out 26,000 glass-lined heaters per month. At the present time, limitations on the supply of steel tend to hold output at this level. But, even assuming a free supply of steel, certain "bottlenecks" determine the production rate. These could be broken by running longer shifts, putting on additional shifts, or working a longer work week—all at the expense of premium labor costs.

Company engineers sought another approach to the problem. They found that much of their equipment is old and requires excessive maintenance (a flash welder installed in the Kankakee plant five years ago had been in use for many years already in the company's Milwaukee plant). In examining the problem of replacing this equipment company engineers found that at little or no additional investment—beyond what was needed for straight replacement—they could vastly improve the efficiency of the plant's operation. The hoped-for result: elimination of bottlenecks and substantial cost reductions.

Four principal moves are involved in the replacement program, which is scheduled for completion by January.

1953. They are: (1) an improved steel cleaning method to remove mill scale—currently the firm has steel mills pickle and oil the steel before shipment; (2) a faster welding operation will be secured by substituting a mash seam welder for the old flash welder; (3) introduction of a faster testing method; and (4) introduction of automatic tank fabrication. When these four moves have been completed, tanks will come off the line at the rate of four per minute.

One other important production change involves the substitution of steel grit for sandblasting in cleaning steel parts before glass-coating. This will mean more productive time, lower maintenance costs, lower abrasive costs and elimination of the danger of silicosis.

The overall results of the company's replacement program: by next January the plant's capacity will be stepped up from 26,000 units per month to 50,000. This step-up will be accompanied by lower costs and higher quality, company engineers say.

Osterized Meal for Experts



FIVE FOOD AND EQUIPMENT EDITORS watch John Oster, Sr., as he explains the operation of an Osterizer liquefier-blender during a New York press luncheon. Highlight of the meal was a meal of nine courses and 16 dishes prepared on this single appliance. From left to right are Ruth Gaffney, "Today's Woman"; Celia Misicka, "Better Living"; Bernice Straw, "Companion"; Charlotte Conway, "House Beautiful"; and Hildegard Popper, "House and Garden".

Ready for Comeback

One of the first casualties of materials shortages in the appliance industry hopes to make a comeback next month.

One year ago, Whirlpool Corp. was forced to withdraw from a number of consumer markets because of a demand that outstripped the firm's production. Now, because it feels that raw materials and component parts are becoming available and because it is reasonably certain that increased production facilities will be available by the middle of the year, Whirlpool is laying promotion plans for re-entering those abandoned markets. Currently the company is completing a survey of local media in each of the markets to act as a base for advertising and promotion when the company re-enters the market.

Cake and Good News

Carrier Corp. stockholders were invited to cut a birthday cake in late February when the corporation launched its observance of air conditioning's "fiftieth anniversary". For those attending the annual stockholders meeting in New York's Waldorf-Astoria, president Cloud Wampler had something even more appetizing than a piece of birthday cake—an optimistic picture of the industry's future.

Last year, said Wampler, air conditioning reached the status of a billion dollar industry for the first time. And during the next 50 years the industry should achieve a volume of five billion dollars annually.

Going from the general to the specific, Wampler told the group that Carrier's sales had mounted from \$21 million in 1942 to \$81 million in 1951 and that net after taxes had

Thrifty Freezers—a real life Story!

The timely April COMPANION tells in words and pictures the actual home-proved story of how a freezer saves time and money.

This economy-minded article, carrying all the weight of a testimonial, is based on the experience of two families who

kept records of all food put into their freezers—then carefully computed costs and savings for a whole year!

Display this outstanding article in windows and on counters. It will help turn COMPANION reader traffic into store traffic for you!

Woman's Home COMPANION

CURRENT CIRCULATION: MORE THAN 4,300,000

THE CROWELL-COLLIER PUBLISHING COMPANY—PUBLISHERS OF
COLLIER'S, THE AMERICAN MAGAZINE, WOMAN'S HOME COMPANION



IT'S TIMELY... IT'S IN THE COMPANION

ALREADY PRE-SOLD

Get a running start by featuring COMPANION-advertised goods. Pick out below the Electrical Products that you carry—then cash in on the COMPANION'S No. 1 editorial boost.

Admiral Dual-Temp
Refrigerator

Bendix Automatic Dryers,
Washers & Ironers

Cadillac Cylinder Vacuum
Cleaner

Farberware Percolator
Robot

Frigidaire Electric Ranges
General Electric Steam
& Dry Iron

General Electric
Visualizer Iron

General Electric Washers
& Ironers

General Mills Automatic
Toaster

General Mills Steam
Ironing Attachment

General Mills Tru-Heat
Iron

In-Sink-Erator Electric
Food Waste Disposer

Lewyt Vacuum Cleaner
Osterizer Liquefier-
Blender

Presto Automatic
Dixie Fryer

Presto Vapor-Steam Iron

Silex Steam Iron

Universal Coffeematic

Universal Cook-a-matic

White Sewing Machines

Youngstown Kitchens
Automatic Dishwasher

Youngstown Kitchens
Electric Sink

For Father's day suggest the BAXTER. A sleek, modern desk clock characterized by its smart appearance and versatility. Blond, mahogany, Chinese red, or ebony finish. Retails for \$24.90¹.



A superb bridal gift—the DYNaire. The latest in modern design... perfect on a television set. Blond or mahogany finish. Retails for \$19.85¹.

For birthdays and graduation feature the sensationally successful BELWYN. Bell alarm. Popular Belwyn-6 Assortment features 6 clocks—one each in blond, maple and mahogany finish, plain dial, retail \$8.90¹; plus same three finishes, luminous, retail \$9.90¹. Sales-building, permanent-type display FREE of extra charge. Order now—supply limited.

Let Seth Thomas help you get a larger share of the year-round gift business. With Seth Thomas you have something to fill every gift need—a wide range of electric clocks styled for any room decoration...priced for almost any pocket book.

A fine clock is a pride-of-possession item—makes a much-welcomed and long-remembered gift. And, because no one makes finer clocks than Seth Thomas, they are the natural leaders to help you build gift volume.

Seth Thomas of Thomaston, Connecticut
DIVISION GENERAL TIME CORP.

*Reg. U. S. Pat. Off. *Plus tax.
Prices subject to change without notice.



climbed from \$542,000 to \$3,574,000. To make the whole picture complete—for stockholders at least—Carrier has raised its quarterly dividend rate from 25 to 35 cents.

Thirty-six percent of the firm's sales are done in its dealer department (unitary apparatus, room air conditioners and equipment which dealers might install). An additional 34 percent is done in direct sales (heavy installations). The company's allied product section (which produces upright freezers for a cooperative and for a food freezer plant group) accounted for six percent of the company's volume.

In the immediate future, Wampler feels that 1952 volume may be slightly larger than last year's and he says he hopes that 1952's profits will be as large as that achieved last year. The industry's long run growth is assured, Wampler said, because air conditioning is no longer a luxury but a "production tool". Asked about possible new products which Carrier might in-



CARRIER'S WAMPLER: a birthday present for stockholders

duce, Wampler told the stockholders that the firm's problem was not so much to find opportunities as to make the best selection among the variety of opportunities which presented themselves.

Cutback—Step-up

A re-scheduling of Air Force requirements is going to allow General Electric to begin turning out appliances from its new "appliance park" in Louisville much faster than originally planned.

Jet engine production had been scheduled for the first building in the new Louisville development; the unexpected change will delay the use of the building for production purposes for several months since certain facilities were laid out for the manufacture of jet parts.

Manufacturer Briefs

• An expanded advertising and merchandising program on Goodall lawn movers has been announced. Outstanding stock of the Goodall Co. has been acquired by the Foley Mfg. Co., of Minneapolis and the Goodall firm will be operated as a wholly-owned

subsidiary. No major changes in product name, distribution or sales policies are planned, officials said in announcing the acquisition.

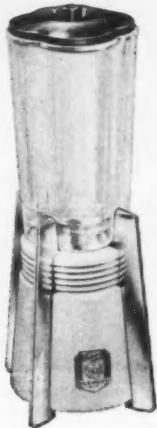
- A bi-monthly news letter is now being published by the Hotpoint Institute and mailed to approximately 2,000 home economists. Designed to aid home service work by public utility home economists, the bulletin covers new techniques in appliance demonstration.
- Price reductions of \$20 have been announced by Fedders-Quigan on two of its room air conditioners. The $\frac{1}{4}$ ton unit now lists at \$229.95 and the $\frac{1}{2}$ ton with automatic comfort control at \$329.95.
- Addition of 49,500 feet of production floor space has been completed by Sentinel Radio Corp. Included is a major extension to the main factory building which provides a straight line TV assembly, one part of which runs 1848 feet.

Lovell Honors Veteran Employees



TO PUBLICIZE a remarkable employment record, the Lovell Mfg. Co. has assembled this framed record of the employment records of 12 of its retired veterans, each of whose employment dates back to the turn of the century. Explaining the novel display to Charles E. Sherman, Lovell's "youngest" employee, is board chairman Albert M. Doll, whose record of over 65 years of service probably sets a record among all board chairmen in the country.

DOUBLE YOUR PROFITS WITH THE TWO HOTTEST LINES IN GIFT-GIVING HISTORY!



MODEL FC-2 DE LUXE
White enamel base with chrome legs



MODEL 700 CHROME
All chrome base



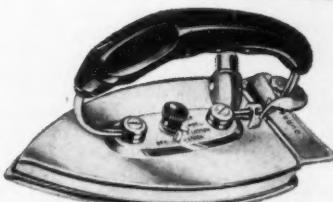
MODEL 700 STANDARD
White enamel base with black trim

All models 115V, 230 Watts, 25-60 Cycles, AC-DC. Underwriters' Laboratories Approved. Models 700 Chrome and Standard available also for 230 V.

The famous **Waring** BLENDORS

World famous **DURABILT** FOLDING TRAVEL IRONS

DURABILT "Continental"
Folding Travel Iron for use
anywhere in the world.
Model 505—115V or 230V
—AC-DC.



DURABILT "Fully Automatic"
—the only automatic folding
iron on the market.
Model 193—115V—AC
only. U. L. Approved.



DURABILT "Companion"
Folding Travel Iron. Model
3401 (illustrated)—115V—
AC-DC.

NEW compact
handsome, zippered
Simulated Alligator
Case available with
all Durabilt models.

Gift business is big business all year 'round! And by featuring the famed *Waring* and *Durabilt* lines, you'll carve a generous slice of this business for yourself. For these heavily advertised appliances are setting new sales records not only as gifts, but as essential housewares in every American home. Why not take advantage of the fast profits and tremendous popularity that goes hand-in-hand with every product backed by the respected names of *Waring* and *Durabilt*?

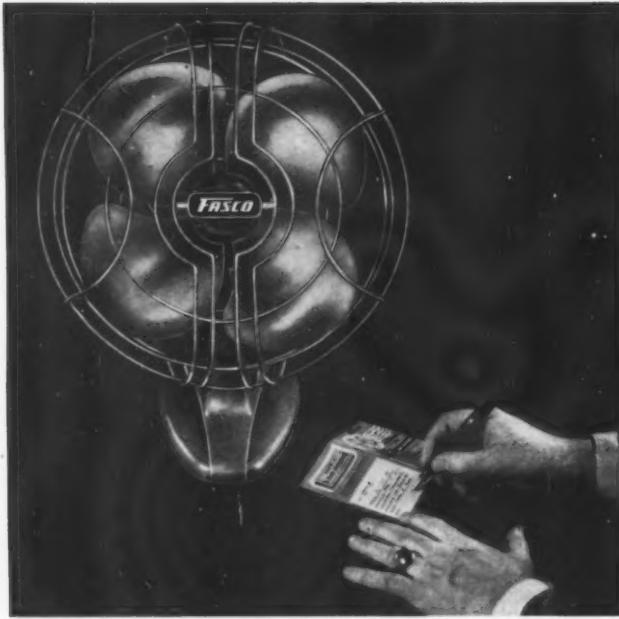
THE 12 BEST MONTHS TO PUSH WARING AND DURABILT



WARING PRODUCTS CORPORATION

25 West 43 Street • New York 6, N. Y. • A Subsidiary of Claude Neon, Inc.





the **FASCO** 5-YEAR GUARANTEE

is the "final touch" which clinches sales at full, profitable mark-up. It applies to FASCO's 6 best-selling deluxe fans—10, 12 and 16-inch oscillators, 10 and 12-inch floor fans and 16-inch pedestal oscillator. The Registry of Guarantee which your customer fills out and sends to the factory is proof positive that he's invested in a product of unquestioned quality. So—stock and sell the Leader—FASCO!



2 NEW FAN DISPLAYS FEATURE THE GUARANTEE

No. DF-10

in yellow and blue-green. Hooks over the guard of 10", 12" or 16" oscillators. FREE with any stock order for Nos. 101, 127, 163 or 165, or on request.



No. FC-12

heavy-duty card in golden yellow and blue-green. Die-cut to slip over No. 40 or 55 floor fan; provided with ribbons to show air flow when fan is on. FREE on request.

Fasco Industries, Inc.

201 AUGUSTA STREET, ROCHESTER 2, NEW YORK

SERVICE

School Days for Service Men



IN CLASSROOM SESSIONS like this one and in shop sessions where they actually go to work, Gibson Refrigerator Co. teaches its dealers' servicemen a sound approach to good service techniques.

School bells keep ringing for Gibson-trained service men.

For five days at a time men from various parts of the nation gather in a practical classroom at Belding, Mich., take long looks at the newest developments in Gibson electric ranges, refrigerators and home freezers, hear down-to-earth talks by experts on an assortment of subjects, and, of prime importance, practice what they have learned.

A postwar project for Gibson Refrigerator Company, the service schools—the parent one at Belding and a great many others held in the

field—are part of an overall service training program.

Since 1948, servicemen have attended 56 factory service schools. During the same period similar schools have operated under joint company and distributor sponsorship in the field in every state.

Classes are kept small. "It's more informal and they learn more," says Benjamin M. King, Gibson's national service manager.

Applications for the factory schools are sent in by distributors and dealers. "And," say King, "we have a waiting list."

No Service Legislation

Pressure of "must" legislation, lack of interest on the part of government agencies precludes action on bill to include service data with appliances

There is little chance—barring unexpected pressure—that Congress will take action during this session on the bill introduced by Cong. Walt Horan (R., Wash.) calling for manufacturers to include repair instructions with appliances.

Legal Action. So far the bill has made little headway in the legislative process—though it has stirred up considerable comment within the industry. Introduced in January, it was quickly referred to the House Interstate and Foreign Commerce Committee. On January 26, this group sent copies of the bill to the FTC and the Justice, Commerce, Agriculture and State Departments for comment. By mid-March not one of the

five agencies had replied or had shown any reaction to the proposal.

With a drive on to adjourn Congress by convention time in July, committees are concentrating on "must" legislation and are letting the rest carry over. Unless unexpected pressure is applied to the Horan bill, therefore, there's little chance of action during this session.

Industry Action. The appliance industry's quick reaction to the bill is in marked contrast to official indifference. Leading the attack have been the National Appliance Service Assn. and the National Appliance and Radio Dealers Assn.

In mid-February NASA wrote Horan, expressing its opposition to



you can be an
expert on
labor-saving
devices

It's silly to knock yourself out over something that can be done automatically. That's what you keep telling your customers, but how about *you*? Are you using the Guaranty Seal effectively to lighten *your* selling job?

Customers may not know kilowatts from kettledrums, but when you point out that a product is backed by the Guaranty Seal, they know it has to be dependable—and

you're an expert!

Check the current issue of GOOD HOUSEKEEPING. See the many fine brands advertised therein—many of them brands you stock regularly. They're all wired for automatic sales action... just tell customers they're guaranteed by GOOD HOUSEKEEPING.

GOOD HOUSEKEEPING

35¢ per copy

THE HOMEMAKERS' BUREAU OF STANDARDS
57th Street at 8th Avenue, New York 19, N. Y.

9,971,000
readership



Weddings happen every month!

Stimulate your gift business NOW with these dynamic Arvin values

Arvin
Lectric Cook

Beautiful new Custom Model! For any gift occasion—but most especially for wedding gift shoppers—you'll find Arvin Lectric Cook the appliance of prime appeal. They like the idea that it cooks right at the table, for a twosome or a crowd—crunchy toasted sandwiches—steaks grilled on both sides at once to seal in juices—king-size waffles—hot cakes, bacon and eggs, or hamburgers. Spearhead your gift section with Arvin Lectric Cook, and watch new sales records go up!

\$29.95

including waffle grids.

Arvin Deluxe Lectric Cook, identical except in external design, only \$24.95.

Like selling 4 appliances for the price of one!



Arvin
Automatic Toaster

Triple Toast-Tested! Encourage that quality-giving impulse with this tip-top value among all pop-up toasters! Beautiful styling, gleaming finish, instant gift appeal! Exclusive Arvin butter-melting Sta-Warm Shelf; hinged crumb tray for easy cleaning. Triple-tested at the factory—every Arvin must toast perfectly two slices light, two medium and two dark before it's boxed for shipment. Loaded with easy-to-demonstrate selling features!

\$22.95



Electric Housewares Division **ARVIN INDUSTRIES, INC., Columbus, Ind.**

(Formerly Hobart-Sparks Industries, Inc.)

with exclusive butter-melting Sta-Warm Shelf!



the bill and inviting the congressman to address the group's convention in Chicago in May. The NASA letter pointed out that such information as the bill requires might lead to injuries to amateur repairmen and damage to the appliance. The group agreed that there was a lack of "sufficient information on service" but said that this was a lack of information on "where or how to get service, rather than on how to do it."

NARDA, in a February letter to Horan, asked that the bill be withdrawn and said that "we feel that the problem could best be handled within the industry. The group acknowledged the need for more detailed information and expressed a willingness to work with manufacturers in turning out better instruction booklets. NARDA's opposition was based on the possibility of injury to consumers trying to make repairs, damage to appliances, costly delays in distribution of merchandise while the FTC studied literature, damage to the business of legitimate service dealers, and abuse or misunderstanding of warranty terms.

Horan wasn't completely without friends, however. Syndicated columnist Frederick Othman in early March plugged Horan's bill and urged its passage.

But the odds remained good that nothing would happen on the legislation during the current House session.

Opportunity Open

Dealers can help themselves to what one manufacturer calls "a nice hunk of business" with an initial outlay of only \$650.

The business referred to is service and maintenance of power mowers. According to spokesmen for Reo Motors, Inc., manufacturers of power motors, the demand for service is growing rapidly. And, adds Reo, "there is a tremendous shortage of shops equipped to handle the business." Reo officials point out that mower manufacturing has expanded rapidly but repair and maintenance services have lagged far behind.

Needed to get into this business, according to Reo, are a reel grinder, bed knife grinder or attachment, lapping stand, work bench with a few hand tools and necessary parts. Training schools are being established by some firms to provide trained manpower. Reo itself has graduated 300 men from its school which opened only last winter.

New Warranty Plan

Still another solution to the confused TV pricing situation appeared in February when Hoffman Radio Corp. introduced what it called a "triple parts warranty" designed to give dealers a profit on the warranty as well as on the sale. Excise taxes are included in the retail set price and the parts warranty is treated as a separate item, on which dealers and distributors earn a profit in the same percentage as on the set.

General GIVES YOU THE MOST POWERFUL SALES FEATURE IN FLOOR MACHINE HISTORY!

NEW!
SENSATIONAL!

"Guide-A-Matic Balance"

• **TO SPEED SALES**...use "General's" 12 second store demonstration* on 'Guide-A-Matic Balance'!

• **TO BUILD STORE TRAFFIC**

...use "General's" hard-hitting national advertising program on 'Guide-A-Matic Balance'!

• **TO BOOST VOLUME**...use "General's" sell-packed sales helps on 'Guide-A-Matic Balance'!



SCRUBS!

POLISHES!

WAXES!

SANDS!

BUFFS!

REFINISHES!

DRY CLEANS!

...every type of floor!



General Twin-12

with
2 waxing brushes
2 polishing
brushes
2 buffing brushes
with
2 replaceable
lamb's wool
skins



*See for yourself how 'Guide-A-Matic Balance' makes "General" easier to sell because it's easier to demonstrate! Turn on a "General" ... Lay handle flat on the floor. Don't touch it! See how the "General" stays put! Won't Walk ... Won't Wander... Won't Pull! A selling point that can't be beat! Remember... Only "General" gives you 'Guide-A-Matic Balance'! And it takes only 12 seconds to demonstrate!

GENERAL — THE QUALITY FLOOR MACHINE AT THE LOWEST PRICE!

BRUSHES OUTLAST OTHERS 3 TO 1! Extra-long bristles! More fully packed! Usable right down to the block!

NO ARM STRAIN! Full finger-tip control! Machine glides smoothly, swiftly as it gleams your floors!

NO UNPOLISHED CENTER STREAK! Counter-rotating, intermeshed brushes cover full 12" section!

EXCLUSIVE SNAP-ON SIDE HANDLES! Ideal for polishing, waxing walls, furniture, cars, etc. Attaches quickly!

ALL METAL STYLING! No plastic or paint to crack or chip! Surfaces polished aluminum or chromed!

EXTRA-LONG 30 FOOT CORD! Heavy duty, rubber-covered electric cord!

QUIET, POWERFUL MOTOR! Vibrationless, perfectly balanced! Full-rated 1/4 HP. AC-DC! Visible thumb switch for positive on-off control!

FULL YEAR'S GUARANTEE against workmanship or material defects!

WRITE TODAY! Get your copy of "General's" New Sales Manual titled, "Facts on Selling." Full of sales tips, profit building sales ideas. Send for yours now!

GENERAL FLOORCRAFT, INC.

421 Hudson Street • New York 14, N.Y.

General ALSO MANUFACTURES THE FINEST FLOOR MACHINES
FOR BUSINESS, INDUSTRY, INSTITUTIONS





GRAND ENTRANCE for G-E's "Prince of Sales" is made by dealer Jerry Hasley of Cedar Rapids, Iowa, during the Arabian Nights Dinner in San Francisco.



LUNCHEON FOR 2000, supervised by George Mardikian, owner

General Electric's Tale of Two Cities

Distributors join G-E's major appliance department in treating its prize-winning dealers to expense-paid holidays in New York and San Francisco



DEALER Vincent Cuccinello, right, stops outside the Memorial Opera House to go over the program of "Our Family Album" with distributor sales counselor Jim Cleary of General Electric Appliances, Inc.'s New Jersey branch.

During February, General Electric's major appliance department and its distributors paid off a promise they had made last year.

The promise: expense paid four-day holidays in San Francisco or New York for the winners in the company's "Road Race Jamboree" sales contest. During the three month jamboree, dealers sold over \$100 million worth of G-E appliances at retail.

The pay-off: for dealers living west of the Mississippi, four days in New York in early February. For those living east of the river, four days in San Francisco later on in the month. When both holidays were over, reporters got the same, almost unbelievable answers from dealers who had made the trip: "I've never seen anything like it . . . the company really pulled out all the stops on this one."

The planners in both New York and San Francisco went all out to see that their dealer-guests lacked nothing. Because the San Francisco holiday was the largest (2,000 dealers, distributors, their wives and G-E officials compared to something over 500 in New York) and because the western excursion was

more "spectacular" (but not less action-packed) than the eastern trip, ELECTRICAL MERCHANDISING presents herewith a detailed round-up of the San Francisco holiday. For pictures of what happened for dealers going east, see the opposite page.

The Golden West, where characters of gold and oil fortunes had set a world pattern for fabulous parties, had seen nothing until General Electric came to San Francisco. For three days more than 2,000 dealers and 300 wives were wined and dined royally; they did the town, the sights, and in many cases themselves.

Plagued by one of the worst and wettest sieges of weather, plus a city-wide transportation strike, the G-E staff carried out a program that involved the use of 11 hotels; 60 chartered buses; luncheons and dinners for 2,300 in one room; sightseeing in the redwoods, on steamships and in airplanes; western hats, bandanas and deputy sheriff badges; free cocktail parties and musical shows.

This is how it kept one of the dealers, Vincent Cuccinello of Orange Electrical Engineering Co., Orange, dealers with accents from the deep

N.J., busy from the time he arrived in Oakland and sailed across the Bay on the ferry boat "Eureka". On the first day, Cuccinello joined other arrivals from the east, south and midwest at the Civic Center to be welcomed by California's governor Earl E. Warren and officials of General Electric. Also awaiting Vince and the other dealers was a luncheon catered by George Mardikian of San Francisco's Omar Khayyam Restaurant. A cocktail party and dinner preceded a specially produced musical show starring Frank Sinatra. In between, the dealers were loaded on buses for sightseeing and a stop on the Golden Gate Bridge where they lined the rail while a helicopter brought a photographer into position for a shot and other photographers fired away from the high land nearby.

On Wednesday, Vince was scheduled to taste the great outdoor life of California, and to taste at the same time the products of its vineyards. All dealers were collected at their various hotels for a procession over the Bay Bridge and up into the Napa Valley. Decked out in 10-gallon hats, etc., dealers with accents from the deep



of San Francisco's famous Omar Khayyam restaurant, awaited these dealers in San Francisco's Civic Auditorium.

South to the Minnesota Lake Country were given badges as deputy sheriff's of the county. Waiting for Cuccinello and the others at the Napa Fair Grounds were 500 legs of lamb simmering on 12 stoves to become part of the "Baa-Baa Shish Kebab with Rice Pilaff" which had found its way into a western barbecue menu after hundreds of years enroute from Armenia. The buses took the group from the Fair Grounds to nearby wineries where they studied the art and the results of the vintner's skill.

To put the dealers and wives in shape for the "Family Album" program on Thursday afternoon at the Memorial Opera House, no "must" schedule was set up for Wednesday night and Thursday morning. But for those of the group that play as hard as they sell appliances, there were cocktail parties, hotel dinners and a late evening reception and dance available Wednesday night, and sightseeing trips on Thursday morning.

The development of the General Electric Co. was presented in the "Family Album" show in a manner so well that the San Francisco "Chronicle" commented that it "was smooth enough and professional enough . . . to open on Broadway tomorrow."

More sightseeing, plus the elaborate fare of their hotels, shopping, etc., filled in for Cuccinello and the rest until the wind-up on Friday night. Outside of a Cecil DeMille production Vince Cuccinello and every other dealer had never witnessed such a spectacle. Preceded by a cocktail party, and built around a dinner that

was quoted to another concern at \$14.00 a plate, the program was called an "Arabian Nights Dinner". A musical show produced by the Music Corp. of America featured Jerry Colonna and 20 pantalooned chorus girls. Only business for the evening was the selection of Jerry Hasley, Cedar Rapids, Iowa, dealer as "Prince of Sales" to represent the dealers of the year. And unlike many official evenings, the dinner itself was not an incidental—it vied with, and for some gourmets surpassed, the entertainment. Of course, the tables were decorated, but not just "decorations"—each table had bottles of bourbon and scotch plus ice and mixers, ready for the dealers as they came in from the cocktail party. G-E's Bob Smith told newspapermen, as they looked at 600 bottles of Old Forester, each decorated with three orchids, ". . . our dealers are gentlemen—we have no worries." Judicious use of the bottles prepared the dealers and their wives for a dinner that lacked only one guest to make it find its place in history—Diamond Jim Brady. This list of hors d'oeuvres started with yalanji dolna (stuffed grape leaves) and included pasturma, lulu kabeb and sou beurek. More than 125 waiters in Arabian costumes and headgear served the 2400 boneless squab and flaming shish kebab.

On Saturday, the 2300 dealers and wives started back the long trek to home and appliance store—some with headaches, some with tummy aches, but all with as much of San Francisco food, sights and entertainment as could be crowded into 96 hours.



LEAVING LOS ANGELES, dealer Bill Eastman of Long Beach, left, visits with Steve Maher, manager of G-E Appliances' Los Angeles branch.



LEAVING SAN FRANCISCO, dealer Roy Gordon of San Jose, extreme right, prepares to board an old-time car for a parade down San Francisco's Market St., en route to the ferry, a special train, and New York.



MEETING IN NEW YORK, dealers Gordon and Eastman (together with Mrs. Gordon) look over the "Our Family Album" program before the show starts.

Dayton Fans

FOR HOME AND INDUSTRY SINCE 1935

Quality Fans for the Price-Minded

Reversible

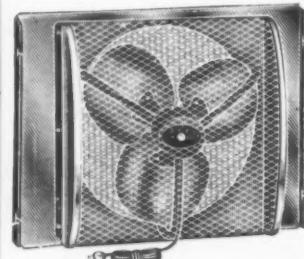
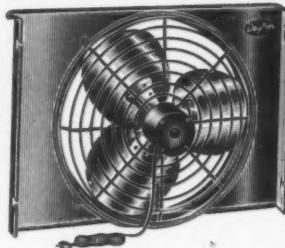
20" UTILITY WINDOW FANS

Low-priced, fast-selling. Reversible 1000 RPM motor, 20" quiet blade. Exhausts and circulates air. 2100 CFM. 22x30" panel extends to 39". Silver gray finish.

No. 4F229. 20" Reversible List, \$52.95

No. 4F224. 16" Non-Reversible \$34.00

No. 4F219. 10" Non-Reversible \$21.00

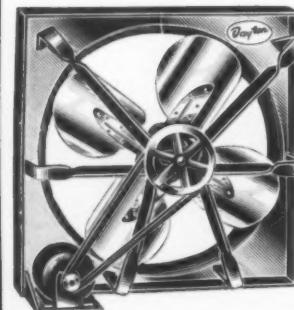
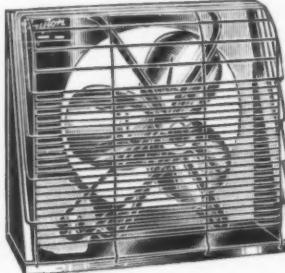


Belt-Driven

20" to 30" WINDOW FANS

Lowest priced. Belt-driven for high air volume and quietness. Cools like attic fan. 1/4 HP standard motor. Also available with reversible or 2-speed motors.

Blade	CFM	HP	No.	List Price
20"	3500	1/4	5F76	\$61.00
22"	3900	1/4	5F80	64.00
24"	4600	1/4	5F84	71.00
30"	5000	1/4	5F88	84.00



Heavy-Duty

24" to 48" ATTIC FANS

Built to outlast the house it cools. Vertical or horizontal types. Standard motors.

Blade	CFM	HP	Mount	No.	List Price
24"	4,500	1/4	Vert.	5F51	\$77.00
30"	7,500	1/4	Vert.	5F52	87.00
36"	9,600	1/3	Vert.	5F53	102.00
42"	12,000	1/3	Vert.	5F54	129.00
48"	16,200	1/2	Vert.	5F55	177.00
24"	4,500	1/3	Horiz.	5F61	98.00
30"	7,500	1/3	Horiz.	5F62	105.00
36"	9,600	1/3	Horiz.	5F63	120.00
42"	12,000	1/3	Horiz.	5F64	146.00

CIRCULATORS



UTILITY FANS



KITCHEN FANS



BLOWERS



WRITE FOR JOBBER PRICES. MADE AND GUARANTEED BY—

DAYTON ELECTRIC MFG. CO. CHICAGO 6

DISTRIBUTED THROUGH 43 NATIONAL WAREHOUSES BY—

W.W.GRAINGER, INC.

GENERAL OFFICES: 740 WEST ADAMS ST., CHICAGO



RCA's Carl V. Haecker, left, listens to Bruce Wilson of the Thomson-Diggs Co. during annual trade dinner. Haecker was speaker and Wilson chairman for the dinner, held during San Francisco's market week.

Normal Market in West

Record-breaking attendance at San Francisco show produces only normal buying on the part of dealers attending the early-February event

Heavy attendance (which broke all previous records) and normal buying (conservative on the part of the individual dealer, but making this up in its totals by reason of the number of orders placed) characterized the San Francisco winter market, held at the Western Merchandise Mart, from February 4-8.

Enough new products were displayed by manufacturers to arouse interest, but not so many that dealers

expressed any concern about the appliances now in their slightly-higher-than-normal inventories. Several manufacturers took advantage of interest in market week to stage their own local showings of new appliances. Nothing at all was said of shortages, but emphasis everywhere was placed on the necessity of active merchandising during 1952 in order to get rid of the merchandise which is expected to be available.



LOOKING OVER a Kelvinator refrigerator are George W. Griffis, left, and Lee Burnham of Burnham Bros., Stockton. (See page 228 for more pictures.)

**DON'T GAMBLE WITH SUMMER PROFITS!
STOCK!
DISPLAY! SELL....**

ZENITH'S SUPER-POWERED

Holiday Portable

the radio with exclusive "Top-Side" Tuning and the new "Pick-Me-Up" Handle!



Demonstrate these first-line benefits!

- Convenient "Top-Side" Tuning
- Shielded Speaker Design
- Smart "Pick-Me-Up" Handle
- Zenith-Built Alnico Speaker
- Wavemagnet* Antenna
- Instantaneous Operation
- Easy Battery Change
- Works on AC, DC or Battery

ZENITH RADIO CORPORATION, Chicago 39, Illinois

ELECTRICAL MERCHANDISING—APRIL, 1952

*Reg. U. S. Pat. Off.

217A



PAGE 227

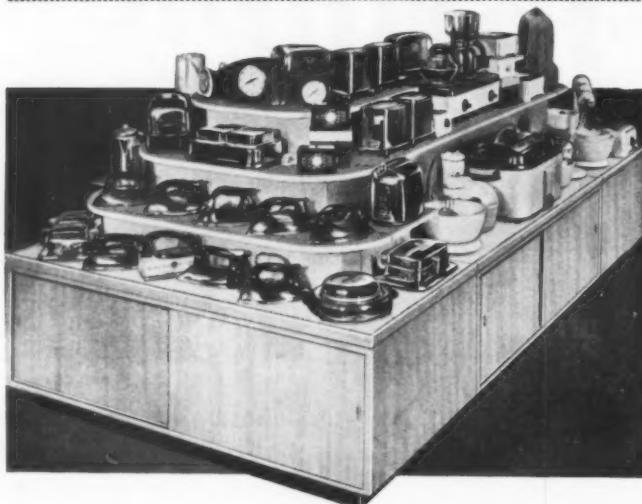
ATTENTION - APPLIANCE DEALERS!

for more SALES... more PROFITS

use Tested
and Proved

Flexo-Step

STORE
FIXTURES



Enjoy these Time-Saving . . . Money-Making **Flexo-Step ADVANTAGES**

- Unlimited Flexibility. Individual Steps Removable . . . Easy to Effectively Display Merchandise of any size or shape. (Note roaster and mixer)
- More Self-Service Sales because All Merchandise is in the "Buying Range"
- More Impulse Sales because All Merchandise is Easy-to-See . . . Easy-to-Handle
- More Selling Space . . . 50% More than Conventional Equipment
- Rounded Step Corners Encourage Customers to Circulate around Display . . . Exposing More Merchandise for More Sales
- Sliding Doors in Base Permit Easy Access to Storage Space
- Expertly built of Strong Veneers by Fixture Craftsmen, Beautifully Finished
- Shipped Completely Assembled . . . Ready to Make Immediate Sales for You

ADD SALES CO. • 714 Commercial Street • Manitowoc, Wis.

FOR MORE SALES
MORE PROFITS
USE THIS COUPON

Post Card or Wire
or, Send Letter

Add Sales Co. _____
714 Commercial St.
Manitowoc, Wis.

Please send me without cost or obligation your descriptive, illustrated circular on Flexo-Step Store Fixtures with Price List.

Name _____

Street _____

City _____



CENTER OF INTEREST at the Dexter display was this automatic washer, shown by Don Lennard, center, to Gene and Ed Davis of Ukiah, Calif.



OBVIOUSLY PLEASED over dealer interest in his firm's new washer is Apex vice-president A. C. Scott, hand on washer.

Vote of Confidence

Motorola backs up its optimistic words about radio's future by devoting its national convention exclusively to its radio line

Television has actually stimulated radio business, rather than injuring it. That's the opinion of Robert Galvin, executive vice-president of Motorola, Inc.

That Motorola's faith in radio's future was considerably more than just "window dressing" for its new radio line was obvious to anyone attending the firm's national distributor convention in Chicago. For the first time since the advent of television, the annual convention was devoted exclusively to the firm's radio lines.

For the 500 distributors and their salesmen attending the Chicago meeting, Motorola executives outlined in detail their reasons for placing so much emphasis on radio—a product that has been treated as a step-child by many firms intent on piling up TV volume. And, the distributors were told, Motorola expects this emphasis on radio to pay off handsomely in the coming year: a 30 to 35 percent improvement in home radio business for the first six months

is expected and portable radio volume for the year should be two to three times the 1951 totals, company officials said.

Said It Before. Nor is Motorola's confidence in radio's future anything



MOTOROLA'S GALVIN: "Radio is entering an era of continuing growth."

Astral GRABS A NEW,
UNTOUCHED MARKET—
PORTABLE SPOT REFRIGERATION



A new profit item for Electrical Dealers...

PORTABLE SPOT REFRIGERATION

a new concept — a new product
to fill an old need... refrigeration
where and when you want...



MIRACLE COOLING UNIT

6, 12, 24, 32, 110, 220 volts
Dual Voltage—giving any combination of any low
voltage with 110 volts or 220

AC or DC any cycle Tiny 95-watt element
Absorption principle Silent as the falling snow
No moving parts Guaranteed—Warranted

AVAILABLE IN WALNUT, BLOND
MAHOGANY AND WHITE FINISHES

Tremendous dealer sales possibilities in this new small refrigerator

FOR HOMES • FOR BOATS • FOR TRAILERS • FOR HOME BARS • FOR MOUNTAIN AND RESORT COTTAGES
FOR BUSINESS AND PROFESSIONAL OFFICES

Complete National Advertising Covering All Dealers...

ASTRAL BLASTS 14 SALES AVENUES

MASS CONSUMER HOME SALES
DOCTORS AND DENTISTS
ARCHITECTS
BOATING ENTHUSIASTS
FURNITURE MANUFACTURERS
HOSPITALS
HOTELS AND INSTITUTIONS

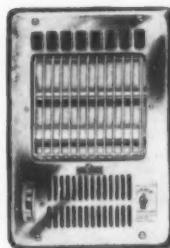
POULTRY RAISERS
VETERINARIANS
MOTELS
TRAILER MANUFACTURERS
TRAILER OWNERS
OUTDOORSMEN
TRAILER COURTS

For full details write:

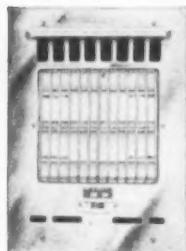
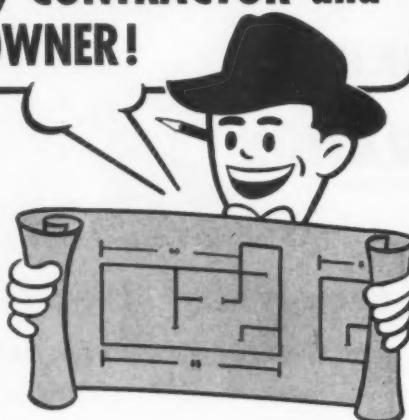
Astral INDUSTRIES, INC. P. O. Box 239
Northvale, N. J.

...a complete
campaign
to each and
every one!

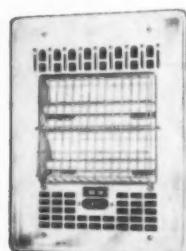
Here's how you can fill every auxiliary heating need of every BUILDER, CONTRACTOR and HOME OWNER!



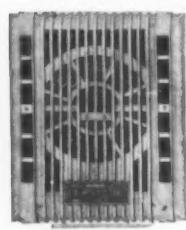
Series 230 HEETAIRE
1250 to 3000 watts



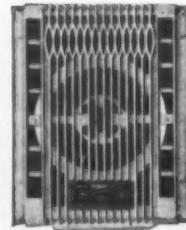
Series 200 HEETAIRE
1000 to 2000 watts



Series 240 HEETAIRE
1000 to 1500 watts



Series 250 HEETAIRE
1500 to 3000 watts



Series 210 HEETAIRE
3000 to 5000 watts

HEETAIRE . . . are manufactured in a complete range of types and sizes for every purpose . . .

HEETAIRE . . . range in wattage from 1,000 to 5,000 (120 and 240 volts), produce from 3,402 to 20,472 BTU's per hour—for light, intermediate and heavy duty.

ALL HEETAIRE are available with AUTOMATIC THERMOSTATIC HEAT CONTROLS

All HEETAIRE can produce and maintain any desired temperature between 40° and 80° F. (with only 2° differential at all times). This insures correct healthful comfort—uninterruptedly—quickly, wherever wanted.

HEETAIRE are available in wall inserts and wall attachables—both with either built-in or external thermostatic controls.

HEETAIRE are available in three heat types—radian heat, heated air, fan-forced radiant heat. FAN-GLO HEETAIRE—Series 230 produce both kinds of heat—infra-red rays plus fan-forced heated air.

HEETAIRE Series 200 and Series 240 produce infra-red rays (radian heat).

HEETAIRE Series 250, Series 210, produce fan-forced heated air.

Tested and listed under reexamination service by Underwriters' Laboratories, Inc.
Thermostatic or Manual Control . . . Radiant Heat, Heated Air, and Fan-Forced Radiant Heat . . . Wall Insert and Wall Attachables.

FREE! Write for the copyrighted "A Guide to Quick Heating".

MARKEL
ELECTRIC
PRODUCTS, INC.
LA SALLE
PRODUCTS, INC.

145 SENECA ST. • BUFFALO 3, N. Y.



HOME RADIO BUSINESS got a hearty vote of confidence from Motorola in February when the firm devoted its national distributor convention exclusively to radio. This was the scene in Chicago's Palmer House as 500 distributors and their salesmen gathered for the convention.

new with the firm, Galvin said. He recalled that in 1948 his father, Paul Galvin, president of the Chicago firm, predicted that radio would not only survive TV's impact but would grow. As proof that this had come to pass, Galvin pointed out that there had been an increase in radio ownership of nearly ten million sets in the past 12 months alone.

There are two reasons for Motorola's optimism over radio, Galvin told the distributors. The first—television—is a long range stimulus and the second—an election year—is a short range stimulus.

The competition of television has resulted in a steady improvement in radio programming, Galvin continued. He credited radio's improvement in programming to greater originality, a reduction in the amount of excess commercialism and a more mature sense of its role in the nation's intellectual life.

He singled out the auto radio field as one which might be particularly stimulated by the interest in this year's elections. And vice-president William H. Kelley told the distributors that prospects for auto radio business "are the best in years".

Deepfreeze: Four Meetings

Distributors attending the four regional conferences staged by the Deepfreeze appliance division of Motor Products Corp., early this year heard a new explanation for the slump in sales which hit the appliance trade last year.

L. J. Sorensen, Deepfreeze general manager, told the group that he feels

sure much of the slow-up can be attributed to the fact that many persons last year bought new homes and in so doing over-extended their month-to-month budgets. As a result, these consumers postponed their purchase of new appliances.

"But," added Sorensen, "there are now signs that these consumers want



CORNED BY DEEPFREEZE field sales manager John Fellman, R. A. Gross, vice-president of Gross Distributors, New York, gets a badge for the firm's distributor sales conference.

alert!
is the word for
Tracy Kitchens **DISTRIBUTORS**

TRACY Kitchen Distributors are established, respected and capable concerns. Their most important characteristic, measured by TRACY standards, is the quality of keen alertness to the interests of their dealer customers.

Thorough-going experience in the kitchen business, and an open attitude toward progress and development, fit perfectly with the TRACY policy of volume-building with a top quality line of products.

TRACY Distributors, strategically located, responsible, service-minded, offer the best possible cooperation to retailers interested in kitchen profits. And we'll be glad to put any interested dealer in touch with HIS TRACY Distributor.

Smart- is the word for
Tracy KITCHENS
Major Stores
Program

Since this unusual program was released, some months ago, big-name and big-volume stores have been going to town for extra profitable kitchen volume. Tremendous promotional power—values that mark the participating stores as true leaders in sharp, effective merchandising. Complete details available through TRACY Distributors, whose names are furnished gladly on request.

THE
QUALITY-
VOLUME
LINE

Tracy
KITCHENS

TRACY MANUFACTURING CO., Division of Edgewater Steel Co., Pittsburgh 33, Pa.





THE CEMCO WAY IS THE EASY WAY



This hydraulic operated tailgate lowers or lifts heavy appliances (1 ton lifting capacity) with ease. Takes fewer men. Can be stopped or held at any point on way up or down. Less danger of damage to appliances — or of injury to your personnel.

APPLIANCE DEALERS LIKE THE CEMCO WAY

More and more you find progressive dealers using the CEMCO Tailgate. Readily attached to your present truck (of $\frac{3}{4}$ ton or larger). Send for complete specifications . . . Dept. EM-4.

**CEMCO INDUSTRIES, INC.,
GALION, OHIO**



BIG IRONER VALUE for LITTLE MONEY

Here's an ironer for AC current you can display and sell with full confidence. Women like it because it saves time and is reasonably priced. Motor is wholly enclosed. Equipped with 21" roll, thermostat that controls heat and signal light which glows while current is on. Elbow control leaves user's hands free to guide clothes. Finished in white enamel and chrome.



ORDER FROM YOUR JOBBER TODAY
or write for literature on Armstrong Ironers, Electric and Gas
Heaters and Lawn Sprinklers

ARMSTRONG PRODUCTS CORP.

Manufacturers of Quality Products Since 1899

Dept. EM

Huntington 12, W. Va.



FLANKED BY DEEPFREEZE executives, distributor A. E. Hughes, center, president of Philadelphia Distributors, listens to general sales manager Ben G. Sanderson, right, and L. J. Sorensen, vice-president of Motor Products Corp. and general manager of Deepfreeze.

to bring up to date the new living quarters they are occupying." He reassured distributors that while the appliance trade may have suffered from "a heavy cold" last year, such a condition was "certainly not a serious ailment" and he predicted that 1952 "could well be one of the most

successful years in history."

Deepfreeze's general sales manager, Ben G. Sanderson, told distributors that the freezer industry should keep up its "spectacular growth indefinitely because it's one of the last hopes of the family seeking relief from the increase in living costs."

New Faces, New Appliances

Coolerator plays host to almost 500 distributors and their salesmen at the first "conclave" since the acquisition of the company by IT&T

New faces and new lines greeted nearly 500 distributors and their salesmen attending the annual Coolerator Conclave in Chicago, Ill., in late February.

The meeting marked the introduction of Coolerator's first complete line of appliances to be marketed since the firm was acquired by International Telephone and Telegraph Corp. last

summer. The company's new freezer line had been shown during the January markets, but introduction of the re-styled ranges and refrigerators was delayed until the February meeting.

Featured speaker during the meeting was Gen. William H. Harrison, president of IT&T, who told the group that "we are very proud of



THREE PRESIDENTS exchange notes during annual Coolerator Conclave in Chicago. From left to right are Gen. W. H. Harrison, head of IT&T and chairman of Coolerator; W. R. Schafer, president of Schafer-Wright, Inc., distributors in Portland; and G. L. Rees, head of Coolerator. Schafer was formerly vice-president and general manager of Coolerator.

**YOU
are the
STAR**

IN THE BIG
\$6,000,000
NATION-WIDE
GAS RANGE
SPRING STYLE
SHOW

Featuring
KATHRYN GRAYSON

co-starred in "Lovely to Look At"
(an MGM Production)

SUPPORTED BY THE BIG, EXCITING
41 PIECE DISPLAY PACKAGE

only \$7.15

ORDER YOURS NOW!
Send check or money order to

GAS APPLIANCE MANUFACTURERS ASSOCIATION, INC.
60 East 42nd Street, New York 17, N. Y.

**Automatic
Gas Ranges**

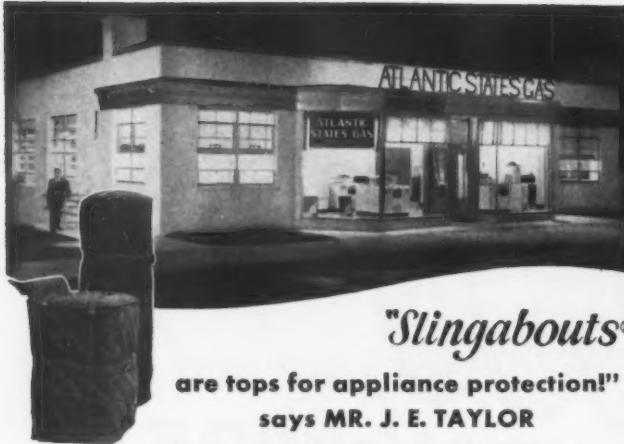


GAS APPLIANCE MANUFACTURERS ASSOCIATION, INC.
60 East 42nd Street, New York 17, N. Y.

Tie in, cash in with the Big GAS INDUSTRY Spring Style Show sales and traffic building promotion. Move more top-of-the-line Gas Ranges off your floor in volume. Feature "CP" Models that give you the largest mark-up of any major appliance. Hook up a "live" "CP" Model and let your prospects see for themselves the features that make "CP" Models the nation's best seller.

Get all the facts! Find how you can star in the nation-wide Spring Style Show. Ask your gas utility, gas range manufacturer or distributor for the complete, profit-laden story.

AB • CALORIC • CROWN • DETROIT JEWEL • DIXIE • ENTERPRISE • ESTATE •
GAFFERS & SATTLER • GARLAND • GLENWOOD • GRAND • HARDWICK • MAGIC
CHEF • MAYTAG • MODERN MAID • MONARCH • NORGE • OCCIDENTAL • ODIN
BEAUTYRANGE • O'KEEFE & MERRITT • PAR AMERICAN • PERFECTION • ROPER
• SPARTA • SUNRAY • TAPPAN • UNIVERSAL • WEDGEWOOD • WESTERN HOLLY
CANADIAN MANUFACTURERS: CLARE • EMPIRE • ENTERPRISE • GURNEY •
INGLIS-TAPPAN • MOFFAT-ROPER



Slingabouts®
are tops for appliance protection!"
says MR. J. E. TAYLOR

Ask about
Wrapabouts
for TV sets.

"No need to worry about damage claims when appliances are safely 'packaged' in Slingabouts", says the operating manager of the Atlantic States Gas Company of Lancaster and Telford, Pa. Depend on Webb Slingabouts to safeguard your appliances, too. Sturdy sling makes bulkiest pieces safe, easy to handle—prevents damage to customer's property. Heavily padded jacket of rugged canvas protects appliances against shocks and jars. Thick layers of cotton padding, with soft flannel lining, safeguards against mars, dents, scratches—provides perfect protection for mirror finishes. Styled for all leading makes of appliances listed below.



SEND
TODAY

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.
Send Slingabout prices for model # _____
make. _____
Name. _____
Address. _____
City. _____ State. _____
Check Appliance _____
Refrigerators _____
Radio _____
Range _____
Washer _____
Other _____
(please specify)

FOSTER

WELDED

All-Aluminum

LARGE REFRIGERATORS & FREEZERS

Years ahead with these basic firsts
One line • One quality • One price

Manufacturers of:

Reach-ins, Upright and
Chest-type Freezers.
Two-temperature,
and Undercounter
Refrigerators for:

- Military specifications
- Shipboard installations
- Hospitals, schools
- Restaurants, Bakeries
- Institutions, Hotels
- Industrial, and Farm

Welded Aluminum cannot rust!

Welded Aluminum is lighter
weight! Means low freight and
installation cost. Great Mobility.

Welded Aluminum provides
better insulation! Means lower
operating cost, less fluctuation
of temperature.

Write Dept. 11 for information.

Years of expert service to thousands of satisfied users

FOSTER

originators of

WELDED ALL-ALUMINUM REFRIGERATORS AND FREEZERS

Foster Refrigerator Corp., Hudson, N. Y.



TWO MODELS take a close-up look at a new Coolerator range, one of the new products shown distributors and salesmen at the annual Coolerator Conclave.

Coolerator's fine pioneer reputation. We propose to make Coolerator a top operation in its field."

A highlight of the convention was a dramatic presentation of the advertising scheduled for national magazines. H. C. Beresford, director of sales and advertising for the firm, called the program the "largest and most powerful" in Coolerator history

and said it would be further strengthened by local level ads, employing both co-op and key city insertions.

A complete sales promotion program, much of it centering on home economists employed by distributors, was also outlined. A "Coolerator Food Plan" for promoting sale of home freezers is also featured along with a variety of other sales tools.

Mexican Holiday

Thirty-six retail salesmen and distributor representatives who earned membership in Hotpoint's Salesmaster Club through sales accomplishments last year enjoyed an all-expense, two-week tour in Mexico recently. Mixing some business with pleasure, the group attended the second annual meeting of Hotpoint's national sales council in Mexico City. Membership in the council is limited to retail salesmen from the Salesmaster Club who score the highest percent of their sales quota in one of three selling groups.

Meeting Draws 700

Seven-hundred persons attended a two day national convention of Winkler heating equipment dealers held in Indianapolis early in the year. The theme of the meeting was "Plan and Do in '52"; highlight of the convention was introduction of several new models including a low pressure oil burner for commercial installations, a forced air coal-fired furnace and gas furnace.

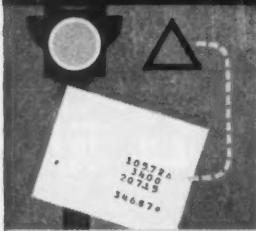
Among guests at the meeting were Gov. Henry F. Schricker and Yale football coach Herman Hickman.

"Drawing" Crowds



DRAWING among ten dealers who "rang the bell" at Westinghouse display at Western Winter Market is presided over by hostess Pat Dwyer.

Only the
National
 adding machine
 has all 8
 money-saving features...



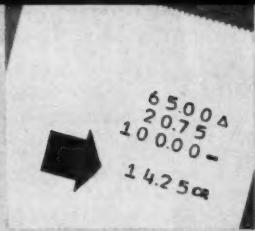
1. AUTOMATIC CLEAR SIGNAL

Gives automatic printed proof of whether or not machine was "clear" when first amount was listed. There's never any doubt!



2. SUBTRACTIONS IN RED

Can never be mistaken for additions. Red figures stand out even after being "checked off" on tape.



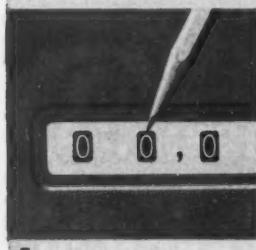
3. AUTOMATIC CREDIT BALANCE

"Minus" total computed automatically and printed with only one touch of total bar. Prints in red with CR symbol.



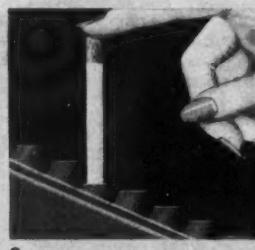
4. AUTOMATIC SPACE-UP OF TAPE

Tape automatically moves up to tear-off position when total is printed. Saves effort, time, paper.



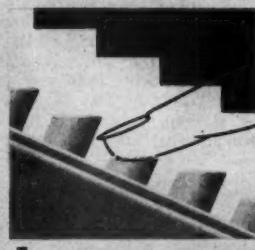
5. LARGE ANSWER DIALS

Always show the running total in large numerals. No eye strain. Perfect use of machine without tape.



6. EASY-TOUCH KEY ACTION

Soft, yet positive. (Cigarette doesn't even wrinkle.) Several keys may be pressed at once. Ciphers print automatically, usually saving about 30% of touches.



7. STAIR-STEP, FULL VISIBLE KEYBOARD

Key arrangement prevents depressing two keys in same column at same time. Amounts visible until added or subtracted.



8. RUGGED DUTY CONSTRUCTION

Built to give longer life at lower cost. All working parts double rust-proofed. Compact for desk use.

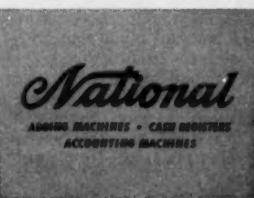
...and *National* combines these 8 features on one machine!

On average listings these 8 features, combined, save hundreds of motions every hour.

The more of these features a machine has, the more time and effort will be saved *every hour the machine is in use*. Isn't it reasonable, then,

to get the only adding machine that combines *all* 8 features — the *National*? Call the local *National* factory branch, or dealer, for a demonstration. Models and prices to fit your needs. (There's no obligation to buy.)

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO



ASSOCIATIONS



THE TOPIC IS STEEL as Irwin Such, left, editor of "Steel," visits with Harold Solo, assistant to the president of Tracy, and M. M. Miller, right, president of the Steel Kitchen Cabinet Mfrs. Assn. and head of Miller Metal Products. Occasion was quarterly meeting of SKCMA in Cleveland.

SKCMA: Signs of Good Health

New organization's first quarterly meeting draws "splendid" attendance; members hear editor discuss "What's Ahead for Metal Working"

The appliance industry's newest trade organization, the Steel Kitchen Cabinet Mfrs. Assn., showed definite signs of good health early last month as manufacturers representing approximately 90 percent of the industry's manufacturing capacity gathered for the Association's first quarterly meeting.

Association president M. M. Miller summed up the group's progress like this: "The excellent enthusiasm of every member, the splendid attendance at this first quarterly meeting, and the fine cooperation on the part of all committees is certainly most inspiring. There is little question that the new organization is on its way."

Guest speaker for the meeting was Irwin Such, editor of "Steel," who spoke on "What's Ahead for Metal Working." After discussing the availability of steel and several non-ferrous metals and current programs designed to step up production of these materials, Such helped Association members take a look into the future. Immediately ahead, he said, is a period when "we will have to sell still harder. We are entering a competitive period in which we will have to make our products still better."

Looking further into the future, Such pointed to an increase in the number of families as indicating increasing sales of products made of metal. The industry, however, will be adequately prepared to take care of this increased business, Such said, pointing out that by 1950 metal working volume will be 20 percent higher than it is today.

Other speakers were Charles A.

Morrow, a SKCMA director and an executive of Mullins Mfg. Corp., Davitt S. Bell, president of Edgewater Steel Co. and the Tracy Mfg. Div. of that firm, and John Kishler of the NPA Office of Small Business. Morrow spoke on "The Washington Picture"; Bell on the OPS industry advisory committee and Kishler on "The Outlook for Defense Work."

C. K. Clarke, newly appointed general sales manager of the American Kitchens division of Avco Mfg. Corp., was elected a director and Charles S. Motter of Morton Mfg. Co. was elected vice-president. Both positions were left vacant by the resignation of F. F. Duggan, formerly with American Kitchens but now with Crosley.



TIME OUT between SKCMA meetings is enjoyed by Davitt Bell, president of Edgewater Steel Corp., J. Lewis Palley, president of Palley Mfg. Co., and W. L. Klinkenstein, Palley sales promotion manager.

NEMA: No More Inflation

Economist tells Chicago winter meeting that there is no real basis for predicting "sharp" recovery of private business but he sees "stronger tone"

No new round of inflation now seems to be on the horizon, Martin R. Gainsbrugh, chief economist of the National Industrial Conference Board, told the winter meeting of the National Electrical Mfrs. Assn. last month.

"For the short term—the rest of 1952—there is still no clear ground for expecting a sharp recovery of private business. Defense expenditures should continue to climb, to reach above \$55 billion by year-end. If materials costs continue to subside, price adjustments plus rising income should make for a stronger tone. But no new round of inflation now seems to be on the horizon," Gainsbrugh said.

In evaluating the "longer term" picture, the economist told the NEMA group that "the outlook for the post-defense period has begun to improve significantly . . . we are the beneficiaries of the lull in inflation, uncomfortable as that process may be. At its first anniversary we can rightly say the process of adjustment and digestion in the private sector is at least strengthening general business against the time when defense turns down."

Gainsbrugh told the group that 1951's sales record in the durable goods field "strongly suggests that the wartime accumulation of demand in these markets had been largely exhausted." He acknowledged that Regulations W and X had restricted demand in their respective markets but he said he felt that the credit curbs were not "major factors in the lull. The general reduction of demand in the consumer sector and the evident desire—or need—to maintain a high savings rate suggests that no major expansion of consumer debt would have taken place in the absence of these regulations."

During the Chicago meeting the

NEMA major appliance sections reviewed their current advertising and promotional plans. Members of the range, water heater and farm and home freezer sections agreed on the necessity for maintaining these programs but emphasized that coordination was vital in getting the most benefit out of these promotional efforts. Members also agreed that for best results these plans should be followed through at point of sale.

Meeting Discounters

Discount houses and the proposed new fair trade law dominated the discussions at the appliance merchandising sessions held in conjunction with the Upper Midwest Electrical Convention in St. Paul, February 24-28. Since both sessions were attended by dealers, distributors, utility merchandising men and manufacturer representatives, the general conclusions reached were fairly indicative of the present thinking of all branches of the industry having a stake in the appliance market.

The group recommended that dealers who propose to remain in a competitive position with the discount house should make an effective presentation to emphasize all the services they supply which are neither offered in whole or in part by the discount house.

Discussion leaders W. W. Garey of Electrical Wholesaling; H. A. Willis, an advertising executive; William Bell, president of the St. Paul Appliance Dealers Assn. and Henry Mayall, manager of the Twin City Appliance Dealers Assn., stressed the fact that the dealer displays the merchandise, demonstrates the product, delivers and installs it, services the appliance, and makes time-payment plans available. None of these services, it was stated, are supplied by the average discount house.

Asked to comment on the proposed fair trade law being sponsored by the American Fair Trade Council, Albert P. McNamee of McCall's asked, "Are you sure you want to turn over control of your business to the government and make yourselves subject to criminal prosecution if you reduce a price?" He said that the proposed law would modify the Sherman antitrust law and would set up fair trade states. No one outside a fair trade state could offer for sale, or sell, or deliver in that state, in interstate commerce, any product at a price less than the fair trade price established in that state. No product would be subject to the force of competition, he added, and when we abandon open competition, we are definitely helping to kill the economic system that makes us what we are today.

here
pri-

sections
vertising
ers of
m and
on the
the pro-
ordinan-
most
nal ef-
at for
be fol-

s
posed
the dis-
merchan-
ction
electrical
24-
re at
utility
manufac-
l con-
indica-
of all
ing a

that
in a
the dis-
rective
l the
either
the dis-

Garey
L. A.
utive;
e St.
and
Twin
ressed
s the
pro-
vices
e-pay-
these
plied

posed
by the
Albert
"Are
con-
govern-
ect to
use a
posed
anti-
trade
trade
ll, or
com-
the less
lished
ld be
ition,
open
elping
that

SING



HERE'S
WHAT WE'RE
TELLING YOUR
CUSTOMERS
IN '52!
...
Stay with
these leaders
in SALES—
and PROFITS



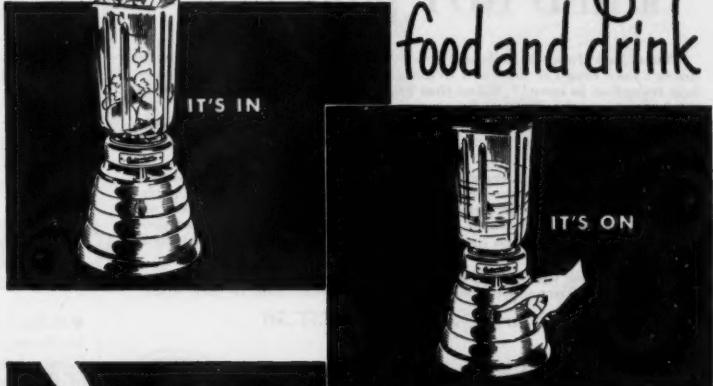
Sell Electric Housewares...
first choice for every Gift occasion



GAYLORD HAUSER, world-famous
food authority recommends the

Osterizer
REG. U. S. PAT. OFF.

for better balanced,
more nourishing
food and drink



Put ingredients in — flip the switch — like
magic, out comes delicious liquid or puree.
So fast, you can hardly believe your eyes.
You'll say it's out of this world. Ask your
favorite dealer for a demonstration.
John Oster Mfg. Co., Racine, Wisc.

Vitality Cocktail
Try this delightful cocktail recipe
by Gaylord Hauser.

1 cup pineapple juice
2 tbs. unsalted almonds or walnuts
1 tsp. honey
Add ingredients gradually, Osterizing after each addition until
thoroughly blended.

Fresh strawberries (a handful
— enough for pink color)
1 banana, if desired

Osterizer
REG. U. S. PAT. OFF.

Osterizer
REG. U. S. PAT. OFF.

THE ORIGINAL LIQUEFIER AND BLENDER



© 1952



OSTER AIRJET
Hair Dryer—
speeds and
improves hair
dos... saves
money and
time.



CONSUMER DEMAND Makes the Turner TV Booster a RED HOT profit item!

When Jack Jones installs a Turner Booster in a fringe-area home it doesn't take long for the word to get around . . . "Jack Jones has the best reception in town!" When that happens, brother, make sure you're stocked up on the Turner Booster!

Simple but effective word-of-mouth advertising will sell more Turner Boosters for you than all the direct mail, newspaper space or radio time you can buy.

In city after city, TV installers are turning to the Turner Booster—recommending it to solve their knottiest fringe-area reception problems. They have discovered that Turner's low-noise-level Cascade circuit stabilizes the picture, reduces noise and snow to a minimum, and produces a good picture when many other boosters are unable to even lock the picture in.

Place an order with your Jobber or write direct. You'll soon be convinced that the Turner Booster is the hottest profit item in your store.

List price \$57.50

THE TURNER COMPANY
938 17th Street N.E. Cedar Rapids, Iowa
IN CANADA:
Canadian Marconi Co., Ltd.
Toronto, Ont., and Branches

EXPORT:
Ad. Aurora, Inc.
89 Broad St., New York 4



NEW for '52!

Enterprise

10 NEW ELECTRIC

Models led by a double-oven with the latest in fully automatic features . . . The newest styling in chrome instrument panels and new hardware. Extra deep broilers and larger-than-average ovens.

A SIZE FOR EVERY KITCHEN
AND A PRICE FOR EVERY PURSE!

Enterprise

Write now for catalog sheets and prices

Phillips & Buttroff
MANUFACTURING COMPANY
NASHVILLE, TENN. • ESTABLISHED 1858

APJA Names Skiff

The executive board of the Appliance Parts Jobbers Assn. has created a new post of managing director and has elected Charles S. Skiff to that position. In addition, Skiff will handle the work of acting secretary-treasurer until the next regular meeting of the group.

In addition to the APJA post, Skiff has been named acting secretary-treasurer of the National Appliance Service Assn.

Both groups will hold their conventions next month, NASA in Chicago from May 14-16 and APJA in Detroit from May 21-24.

Association Briefs

• H. F. Hildredth of Westinghouse has been elected chairman of the mechanical dehumidifier section of the Refrigeration Equipment Mfrs. Assn. L. C. Love of Ebcō was named vice-president. The section has inaugurated a statistical reporting program and has begun work on an industry standard for use in referring to matings, performance, and nomenclature.

• Roland J. Kalb, vice-president of Steelman Phonograph and Radio Corp., has been re-elected president of the Phonograph Mfrs. Assn. Ben Birns of Sonic Industries and Joseph Dworken of Dynavox were re-elected vice-president and secretary-treasurer respectively.

City by City

Atlanta. Ed F. Yancey, Jr., has been named president of the Atlanta Electrical Assn., succeeding LeRoy Kise. Other officers include John H. Harte, vice-president, and Allen H. Crook, honorary secretary. Over 125 attended the group's annual meeting and heard Hal L. Biddle of Ironrite.

New Orleans. Committeemen for 1952 have been announced by W. J.

Barnes, president of the Electrical Assn. of New Orleans. Committee chairmen include: J. R. Guidroz (planning), W. A. Barnes (membership), Jimmy N. Roos (certified adequate wiring), A. B. Paterson, Jr., (special activities), and W. E. Clement (chairman of both the publicity and pioneer committees).

Los Angeles. New officers for the Electric League of Los Angeles include: E. E. Young, of Sues, Young & Brown, president; Robert Williams, Brand Appliance Co., treasurer, and Kenneth Johnson, Packard-Bell, secretary. Al Ayeroff, Ayeroff Appliance Co. will serve as executive vice-president of the retail division of the League.

Phoenix. A "modern kitchens" show sponsored by the Appliance Merchandisers Assn. of Phoenix, Ariz., was held early in February. The show was addressed primarily to architects and builders who were given a pre-showing of the event, at which time they were provided with specifications sheets for each kitchen shown.

Inland Empire. Dave S. Cohn has been elected president of the newly-formed Inland Empire Electrical League. (The league has absorbed the now inactive Inland Empire Electrical Dealers' Assn. This latter group voted deactivation in order to give support to the newly formed league.)

Intermountain. James C. Littlefield has been elected president of the Intermountain Electrical Assn. Other officers include Mark Austin as vice-president and Joe M. Hansen, secretary and treasurer.

Washington. The Electric Institute last month participated in a special FM promotion staged by RTMA and NARTB. A unique phase of the campaign was the broadcasting of "sales clinics" for retailers. Dealers were urged to gather their staffs to hear these early morning refresher courses on selling FM radio.

Association Publishes Buyers Guide



ON HAND FOR THE MAILING of the first copies of the 1952 Electrical Buyers Guide published by the Electric Assn. of Kansas City were these members of the group's publication committee. From left to right are R. J. Samson, executive manager of the association, B. W. Rockey, committee chairman, Dolores Purdome of the association staff, L. S. Gershon, J. E. Lauder, Jr., and J. F. Habig of the association. Committee member R. F. Janda is missing. The 140-page guide contains a comprehensive, well-indexed listing of the electrical products and services available in the Kansas City territory.

No other washer in the world is like the FRIGIDAIRE Automatic Washer!

...no wonder Frigidaire Dealers are beaming!



Public demand has been tremendous —

and it's gaining momentum every month. In the short time the Frigidaire Washer has been on the market, it has become one of the top brands in popularity and sales. Hundreds of thousands of satisfied users are enthusiastically telling friends and neighbors of the marvelous results they're getting — cleaner, brighter, trouble-free washes — with the sensational Frigidaire Automatic Washer!



Frigidaire features are winning sales!

Live-Water Action — gets clothes really clean, gently, thoroughly!

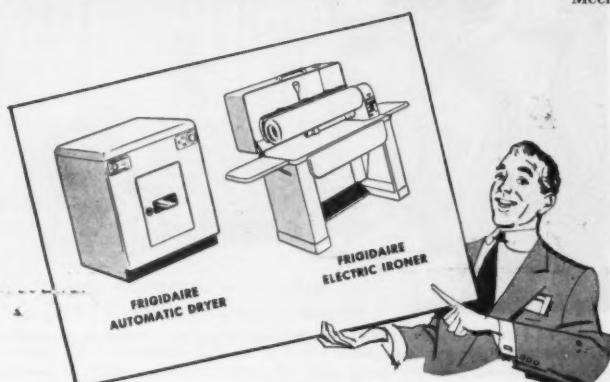
Rapidry-Spin — gets clothes drier, lighter to lift — in minutes!

Select-O-Dial — single, easy-to-use control makes washing completely automatic!

Convenient Top Loading — puts an end to backbreaking stooping and bending!

Lifetime Porcelain Finish — inside and out. No other automatic washer has it!

Vibration-Free — means no bolting down, easy installation, smooth, steady operation! . . . plus Frigidaire Pulsator, Underwater Suds Distributor, Unimatic Mechanism, New Signal-Light, Wash Water Switch, and many others.



...and the Washer is only one reason why Frigidaire Dealers consider their franchise to be so valuable!

Every Washer sale Frigidaire Dealers make furnishes them with real live prospects for the Frigidaire Automatic Clothes Dryer and the Electric Ironer. And furthermore, regardless of what

Frigidaire product they sell, they know they're backed by a sales organization second to none in the advertising, promotional, merchandising and sales training support it gives its dealers.



**LOOKING FOR PROFITABLE
COMPLETE STEEL KITCHEN SALES?**



Select precision-matched cabinets from the Palley line to fit any kitchen—at prices your customers can afford. Palley provides a full variety of sink units, base, wall and utility cabinets, and accessories.

It's the *quality* steel kitchen line that gives you everything you need—including PROFITS!

Write or phone for the Palley PROFIT promotion plan.



PALLEY MANUFACTURING CO.
1101-1107 WEST NORTH AVENUE
PITTSBURGH 33, PA.
Allegheny 1-1600

Are You a Salesman?

DO YOU SELL ELECTRICAL APPLIANCES?

If so—your time is your money!

DO YOU HAVE THE HELP OF DODGE REPORTS . . .

To point out: (1) Buyers who are coming into the market
(2) Whether these prospects are going to need what you sell
(3) When you should get in touch with them

OR Do you have to do it all by yourself . . .

Try to discover every prospect who has or may have a need for what you sell

**DODGE
REPORTS**
tell you
who to sell—
when to sell

Try to know the status of every possible prospect in your territory all the time
Keep following them up so that you don't miss any chances to sell . . .

Spend the largest part of your time "prospecting"
The lesser amount of your time selling (which is the real pay-off)

With the help of Dodge Reports, you could

Spending the larger part of your time selling (making money)
Waste less of your time keeping in touch with people not ready to buy—(Dodge Reports will tell you about these people when they need your help)

Whether you use Dodge Reports or not . . .

If you have not seen this book, send for it at once. It will help you sell more and sell more easily. *No obligation*, just send us your name, your company, your address, your title, if any. Do it NOW. We want you to have this book, the result of 60 years of service to salesmen in the construction field.



DODGE REPORTS

119 W. 40th St., New York 18, N. Y.
Timely, accurate, comprehensive construction news service
THE FIRST STEP IN EVERY SALE



PROMOTION

PP&L Sets Its Sights

Pennsylvania utility tells dealers it thinks as many appliances will be sold this year as in 1951 and offers them help in reaching this goal

Traditionally, the Pennsylvania Power & Light Co. ranks among the top utilities in the country in its sales planning. Early in February, the company released its 1952 plans for residential, farm, commercial and industrial sales programs under the slogan, "Electrify for Freedom."

The booklet describing PP&L's residential sales program for the coming year also gives some clues to the effectiveness of its sales efforts in the past. For example:

(1) Since July, 1950, electric water heaters have been selling at approximately 180 percent of the 1949 rate. In 1948 the ratio of electric water heater to range sales was 1 to 2.6; in 1951 it was 1 to 1.5.

(2) Annual kw.-hr. use per residential and farm customer set an all-time record in 1951 and the actual increase in kw.-hr. usage was the highest in the company's history.

(3) Last year the company conducted 620 large group demonstrations, 35 theater or newspaper cooking schools, 400 kitchen parties, 650 sales floor demonstrations on major appliances, four electric appliance shows, 55 fair displays, 540 lectures, 2,100 movie showings, 950 calls on schools, 530 school appliance demonstrations, and 33,000 calls on individual homemakers.

(4) Over 75 percent of the new homes completed in 1951 had electric ranges and 38 percent had electric water heaters.

This year the company has set the following quotas on sales of appliances in its territory. (Last year's estimated totals are included in parentheses): ranges—22,000 (23,000);

water heaters—14,000 (14,000); freezers—12,000 (12,500); dishwashers—3,000 (3,000); dryers—5,000 (4,000). The company estimates that total sales of appliances, lamps and lighting fixtures, wiring and plumbing installations will produce an estimated \$71 million in new business volume for its "sales allies". This is equivalent to \$150 per residential and farm customer.

Promotional efforts this year will be centered on appliances or services which (1) are in the pioneering or promotional stage; (2) provide the utmost in better living for customers; (3) offer increased sales and profits for "sales allies"; or (4) create increased load for the utility.

PP&L told its dealers that in addition to the promotion activities undertaken in the past it is considering a variety of new approaches to market development. These include (1) a handbook of cooperative sales promotional helps; (2) water heating cost testimonials; (3) company help to dealers in connecting appliances for demos on sales floors; (4) trained laundry equipment demonstration personnel to be offered to dealers on a "charges basis" for following up sales; (5) trained personnel for electric housewares demonstrations; (6) appliance surveys; (7) roving company sales crews; (8) a PP&L merchandise sales finance plan for customers other than employees; (9) a "light conditioner home" program; (10) lamp making contests for students with PP&L furnishing modernization kits free of charge; and (11) commercial art window decoration contests for students.

Preview Refrigerator Rodeo



THIS 65-PIECE cardboard rodeo is being given away as a premium to children who bring their parents into dealer stores to see G-E refrigerators and freezers. Looking over the rodeo are George Leaf, left, sales manager of the B. K. Sweeney Co., Denver, and A. G. Chaffer, marketing manager for G-E refrigerators.

PROCTOR PARTNERSHIP PLAN

Here is a partial list of top stores
who are participating
in this promotion.

Auerbach Co., Salt Lake City
Bon Marche, Seattle
J. L. Brandeis & Sons, Omaha
Broadway Dept. Store, Los Angeles
Checker Stores, Inc., Cincinnati
Daniels & Fisher Stores Co., Denver
Demery and Company, Detroit
Denver Dry Goods Co., Denver
S. P. Dunham Co., Trenton
Emery-Bird-Thayer Co., Kansas City
The Emporium, St. Paul
Frederick and Nelson, Seattle
Gimbels Brothers, Inc., Philadelphia
Gold and Co., Lincoln
The Golden Rule, St. Paul
Hale Bros., San Francisco
Hale Bros., San Jose
Hale Bros., Sacramento
Hecht Co., Washington
The Hecht Company, Baltimore
Hoermel's, Columbus
J. L. Hudson Co., Detroit
Jones Store Co., Kansas City
Jordan Marsh Co., Boston
Kann's, Washington
S. and N. Katz, Baltimore
Lansburgh & Bro., Washington
F. & R. Lazarus & Co., Columbus
Lipman Wolfe & Co., Portland
Lit Brothers, Philadelphia
Macy's, Kansas City
The May Company, Denver
Montgomery-Ward Retail Store, St. Paul
Northgate, Everett
Orchard and Wilhelm Co., Omaha
Philips Dept. Store, Omaha
J. W. Robinson Co., Los Angeles
Sears Roebuck and Co., Indianapolis
John Shillito Co., Cincinnati
N. Snellenburg & Co., Inc., Philadelphia
Strawbridge & Clothier, Philadelphia
John Wanamaker, Philadelphia
Wolf Furniture Co., Altoona
Woodward & Lothrop, Washington
George M. Yeatman and Sons, Arlington
ZCMI Department Store, Salt Lake City

BOOMS APPLIANCE SALES IN ALL STORES

● The Proctor Partnership Plan is designed to meet today's fluctuating selling conditions in a realistic fashion that puts profits back into appliance sales.

Store sales prove the Proctor Partnership Plan brings in customers and rings up sales with prices that meet competition—and it provides a worthwhile profit on every sale.

Get your share of these sales in your trading area... Call, wire or write Proctor immediately for details.

PROCTOR

• THE APPLIANCE NAME YOU CAN TRUST

3rd & Hunting Park Avenue, Philadelphia 40, Pa.

s as
and

freez-
shers—
\$4,000),
total
light-
ing in-
stalled
volume
equiva-
lent farm

or will
services
ing or
the
omers;
profits
ate in-

a addi-
under-
ring a
market
(1) a
promot-
ing cost
elp to
ices for
trained
stration
ers on
ing up
electric
(6) ap-
pany
andise
s other
condi-
lamp
s with
on kits
commer-
ests for

children
zeers.
weeney

ISING

YOU CAN DEPEND ON Silent Sioux HOME HEATERS



Nowhere better to be than in the beautiful Silent Sioux "Suspension" home heater. Available for either oil or any type of gas. Investigate the sales potential of the consumer use of silent Sioux gas and oil home-heaters, wall furnaces, oil convection units, water air conditioners, wall case and circulating fans. Write for free descriptive literature and information about exclusive dealer franchises.

When you sell Silent Sioux, you can depend on rapid inventory turnover, substantial profits and complete customer satisfaction. Write for free details and full information, today!

SILENT SIOUX CORPORATION
Formerly Silent Sioux Oil Burner Corp.
ORANGE CITY, IOWA Dept. EM452

- ★ Beautifully styled cabinets that will please the most critical buyers.
- ★ Famous Silent Sioux combustion principle for highest operating efficiency.
- ★ Advanced engineering features found only in more costly makes.
- ★ Competitive prices plus highest quality for complete customer satisfaction.
- ★ Exclusive dealer franchises.
- ★ National consumer advertising.
- ★ Special promotional aids, displays, signs and cooperative sales program.

Whose Deal?

Appliance dealers can scarcely turn around these days without bumping into a "deal." Plenty of these offers are off the record and their sponsors aren't publicizing them. But as spring were on even the list of legitimate, factory-sponsored "deals" grew longer and longer. They included:

Arvin: The Indiana firm has two offers, one on its "Electric Cook" and the other on "vacationer" portable radios. To encourage ownership of the Arvin 5550 "Electric Cook" by dealers and customers, the firm is offering models for "personal use only" at sharply reduced prices. Dealers are entitled to a unit at a "get acquainted" price of \$12.95 on purchase of three units at the regular trade price of \$17.95.

To introduce its new portable radio, Arvin is making available a waterproof, vinyl plastic beach bag to be given away with every radio. Retail value of the beach bag is \$8.95, according to Paul W. Tanner, merchandising manager of Arvin's radio and television division.

Westinghouse: Two specially-priced product combinations highlight the spring vacuum cleaner promotion being offered by Westinghouse. The first combination features an upright and a hand cleaner (\$98.90 retail value) for \$74.95. The second features a tank-type cleaner and a polisher (retail value \$113.20) for \$89.95. The promotion runs from March 15 to May 25.

General Mills: The General Mills "Tru-Heat" iron and the Betty Crocker picture cookbook (an \$18.45 retail value) are being offered at \$14.95, the price of the iron alone.

Selling Bulbs

Three companies use three entirely different methods to stimulate spring sales.



CONTEST: Westinghouse is running a \$25,000 consumer contest and backing it with the largest promotional campaign in the company's long history. It's the firm's "Yearly" consumer contest.



GIVEAWAYS: Sylvania is giving away a "magic" window cleaner during its spring promotion. The campaign will be promoted with ads in "Good Housekeeping," trade magazines, and on TV.



CARTOONS: General Electric advertising and promotion will feature Li'l Abner and a variety of other Dogpatch citizens. Al Capp's characters will plug the slogan "Yo Kin Plainly See Wit' G-E."

Appliance Movers Like

Escort HAND TRUCKS

CRAWLS on Roller Bearings
up and down steps.



Everybody likes this

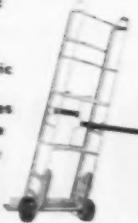
APPLIANCE TRUCK!

The ideal truck for every purpose! No lifting . . . no fatigue . . . carries a full load safely up and down stairs and crawls over obstructions. Your men will appreciate the Escort truck.

Escort CRAWLER HAND TRUCKS

- Ideal For Handling:
- Refrigerators
- Water Heaters
- Gas and Electric Ranges
- Music Machines
- Any appliance

Catalog on request



STEVENS APPLIANCE TRUCK CO.

Norton Road

Augusta, Ga.

P.O. Box 897



SCOOP!

We know what the

biggest story in the May 26th

issue of **LIFE Magazine will be!**

**and we'll let
you in on the secret...**

It's the double-page spread in **FULL COLOR** for the new RCA Room Air Conditioners... the first time that any manufacturer of air conditioning units has used a double spread in color in **LIFE**... the first time that dealers will have this kind of advertising power to help sell room air conditioners.

Tie in with the news... cash in on the biggest profit opportunity since TV... RCA Room Air Conditioners.

RCA VICTOR DIVISION
RADIO CORPORATION OF AMERICA



Sell better living... and you'll sell RCA Room Air Conditioners



Attention Distributors and Dealers WHO SELL

CLOTHES DRYERS

INSTALL

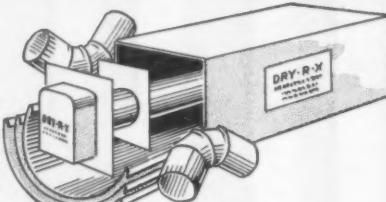
DRY-R-X EXHAUST UNITS

- NO MORE EXCESSIVE HEAT, LINT OR MOISTURE
- TAILORED FOR YOUR PARTICULAR DRYER LINE

The Dry-R-X exhaust unit is the effective and economical answer to the elimination of the heat, moisture and lint from your dryer room. The Dry-R-X kit contains the Dry-R-X hood and automatic damper unit, plus sufficient 3-inch pipe and adjustable elbows to complete the average installation. The entire kit is manufactured of non-rusting aluminum and the hood is so constructed as to prevent the entrance of cold, rodents, insects and dirt.

The Dry-R-X kit is easily installed. The average householder can quickly and easily vent his dryer by following the simple instruction sheet supplied with the Dry-R-X kit.

• If your supplier does not stock DRY-R-X Kits, write for data on kit tailor-made for your dryer line.



The DRY-R-X Hood

- (A) Weather-proof Hood 2" deep, 4" square, electronically welded on 6" square mounting plate.
- (B) Counter Balanced Automatic Damper Door.
- (C) 12-inch Starting Pipe (3" Diameter).
- (D) Finishing Plate for inside wall

DRY-R-X COMPANY
1121 West Lake Street
MINNEAPOLIS 8 MINNESOTA



HOT
WATER FAST
With

Flasheat

Electric Water Heater

Just put the unit in a container of water and plug into electric circuit (110 volt AC or DC). Weighs 1 lb. 2 oz. Heats water in record time.

Has many uses, such as: Heating water for laundry, bath, shower, warming baby's milk, sterilizing bottles, heating canned foods, etc. Ideal for homes and farms not having any other good way to heat water fast and conveniently.

ONLY \$5.95 LIST

SOLD ONLY THROUGH JOBBERS

• Write for Literature

G. L. ELECTRIC CO.
20725 Harper Detroit 24, Mich.

POINT-OF-SALE COPELAND DISPLAYS

STIMULATE PURCHASES

Distinctive displays
in quantity since 1935:

- wood
- metal
- plastic
- motion

CALL
CO 5-5621

COPELAND DISPLAYS, Inc.

537 W. 53 Street
New York, N. Y.

MANAGEMENT

Sales Up, Profits Down

That's the discouraging story many companies are reporting to their stockholders as higher taxes, other factors hurt the profit picture

Bigger sales don't necessarily mean bigger profits. That's hardly a new development in the financial world but additional examples were easy to find last month as major corporations released their 1951 financial reports.

For companies like Westinghouse and RCA, sales in 1951 reached all-time highs. But their net could not keep pace with the levels set in 1950. There were a number of explanations for the "more sales-less profit" phenomenon—the most popular of which was the increased tax burden which corporations had to shoulder last year.

Carrier. There were exceptions to this rule of decreasing profits. One of the most notable was Carrier Corp. whose volume rose from \$62 million to almost \$81 million while its net profit moved upward from \$3.1 million to more than \$3.5 million.

Westinghouse. The tax burden imposed by the defense effort was singled out by Westinghouse's president Gwilym A. Price as the explanation for his firm's drop in net income despite a 22 percent increase in net sales. The Westinghouse tax bill went from \$77 million in 1950 to \$104 million in 1951, an increase of approximately 35 percent. The company's net income of \$64.5 million (compared to \$77.9 million in 1950) was equal to a return of 5.2 percent of net sales billed, a decrease of 2.4 percent from 1950's postwar high. Net sales billed in 1951 were over \$1.2 billion, an increase of 22 percent over the record set in 1950.

RCA. The RCA picture was similar to that at Westinghouse. Gross income reached an all-time high in 1951 (\$599 million compared to \$586 million in 1950) but net profits were considerably below the 1950 pace (\$31 million in 1951, \$46 million in 1950). According to the company, the "net reduction of net profits from the 1950 peak was largely attributed to a leveling-off of consumer demand following the scare buying of 1951". The company's tax bill amounted to \$62 million, more than double the net profits reported by the company for 1950.

Admiral. Both net sales and consolidated net earnings of Admiral Corp. in 1951 fell considerably below levels established in 1950. The company pointed out, however, that the 1950 levels were "abnormally stimulated by consumer buying resulting from widespread fear of shortages". Net earnings in 1951 were almost \$9.6 million (compared to more than \$18.7 million in 1950); net sales were \$185.9 million (compared to almost 230.4 million).

General Electric. The company's sales and pre-tax earnings in 1952 exceeded by 18 and 12 percent, respectively, the previous records set in 1950. But a 41 percent increase in the company's federal tax bill reduced net profit to \$138 million, 20 percent under 1950's level. This was equivalent to six cents per dollar of sales, compared to 8.8 cents in 1950. Net sales were \$2.3 billion.

Honored on Retirement



ROBERT L. FOWLER, left, recently retired chairman of the board of the Florence Stove Co., accepts an engraved silver tray from Florence president Robert H. Taylor, presented at banquet to honor Fowler's long career and achievements.

Distributors acclaim The Saturday Evening POST newsletter

The Key Line Club News goes to the nation's top electrical distributors. It provides them with information on appliance advertising to appear in the Post and gives them tips on appliance merchandising to pass on to their dealers. The response has been sensational. Here are excerpts from some of the letters distributors have written about this service:

"I have just finished reading your Key Line Club News and think it is tremendous. Would it be possible for you to mail me five more copies?"

City Electric Company, Syracuse, New York

"Several of the merchandising ideas suggested have been most helpful. Would it be possible for you to send us 50 copies for distribution to the men?"

Peirce-Phelps, Inc., Philadelphia, Pa.

"We would like very much to be placed on your list to receive 50 copies so that I can pass this highly interesting and informative bulletin on to our entire sales force."

The Sampson Company, Chicago, Ill.

"The Key Line Club News is very beneficial and has tips on good promotions. Would you give us permission to reprint portions in our regular sales bulletin, which is sent to our appliance dealers?"

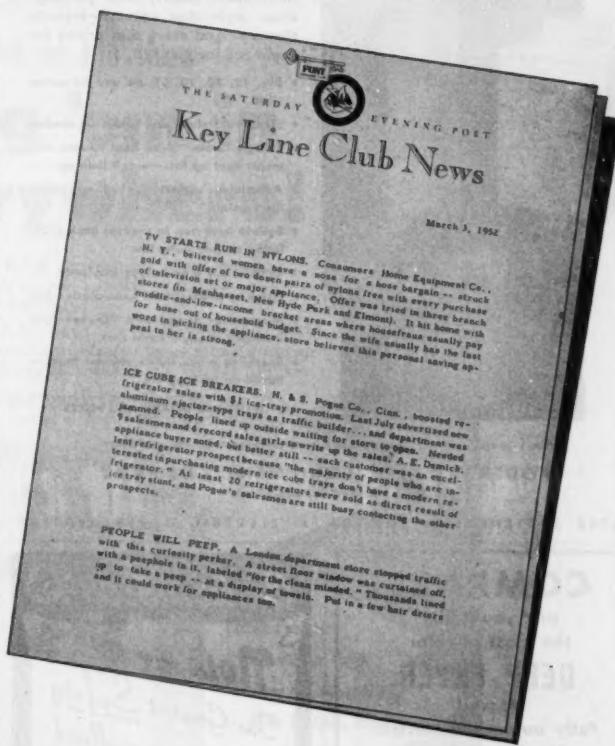
Raybro Electric Supplies, Inc., Tampa, Fla.

"I look forward to each copy for the valuable and helpful ideas that are presented."

Midland Electric Company, Cleveland, Ohio

"We have put into use several of the ideas that have been presented, with excellent results. Would it be possible for us to receive eight copies to cover the sales managers of our various lines?"

Thomas Distributing Company, Los Angeles, Calif.



"There is so much sales meat in this publication that I hope it is possible for me to get additional copies to distribute to my five salesmen."

General Electric Supply Corp., Kalamazoo, Mich.

"I was very much impressed with your Key Line Club News and wonder if it would be possible for us to receive 12 copies of each issue."

General Electric Supply Corp. Portland, Me.

"We were quite pleased to see our Brownsville, Pa., story in the Key Line Club News. Would it be possible to get five more copies of this issue?"

Westinghouse Electric Supply Co., Pittsburgh, Pa.

"We like your Key Line Club News. It's a grand idea and a real service to those in the merchandising business."

Westinghouse Electric Supply Company, Miami, Fla.

Get what you WANT...in

MODERN

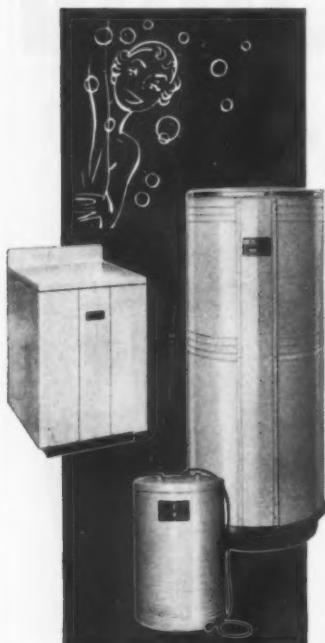
Automatic Electric WATER HEATERS

MOST COMPLETE LINE—TOP QUALITY— TOP PERFORMANCE—PROFITS!

You name it—MODERN's got it—everything you want in automatic electric water heaters. Most complete line—finest quality—top performance. Style that attracts—features that sell. And every unit priced for profit. See for yourself.

- 5½, 12, 20, 30, 55, 66 and 82-gallon sizes
- Standard, Deluxe and Table Top models
- "Magic Circle" black heat surface elements heat up fast—won't lime up
- Adjustable surface type snap action thermostats
- Built-in heat trap to prevent back circulation on hot water line
- Extra heavy blanket type insulation
- Listed by Underwriters' Laboratories, Inc.
- Magnesium anode and 10-year tank warranty at slight extra cost
- Sparkling white Dulux enamel finish—baked on for long life

WRITE FOR DETAILS AND PRICES



Also a complete line of domestic and commercial water softeners and filters.

MODERN WATER EQUIPMENT COMPANY

Dept. EM, West Chicago, Illinois

WATER SOFTENERS • FILTERS • ELECTRIC WATER HEATERS

COMPARE
and you'll buy
the most popular
DEEP FRYER
today!
Fully automatic electric
All chrome finish



SWIFTY Fry-it

- Larger than any at our popular price
- Temperature control
- Heat resistant base
- Drain Spout
- Put away cover
- Cast-in heating element

EASTERN METAL PRODUCTS CO.

Tuckahoe, N. Y.

Phone: Tuckahoe 3-8000

LATE NEWS

Records at a Price

Discounts on phonograph records are not news in New York's highly competitive market.

But the spectacle of the conservative Liberty Music Shops taking the initiative in advertising price cuts and thereby setting off a price war among other record shops and department stores is news.

Liberty made its move in early March with display ads in several metropolitan newspapers. Department stores like Macy's and Abraham & Straus wasted no time in following suit—and attempting to better the Liberty offer of 30 percent off. By the end of the war's first week major stores all over the city were offering discounts ranging between 30 and 40 percent.

Liberty had an explanation of its surprising action; store officials said they understood from "powers that be" among record makers that record prices were to be reduced soon and Liberty was anxious to move its stocks before this happened. Both RCA and Columbia denied any such contemplated price reductions.

New Motor Design

General Electric's fractional horsepower motor department has introduced a new line of motors embodying entirely new concepts of design and manufacture. Instructed to scrap all the old theories of small motor design and manufacturers, G-E engineers came up with a line of motors that weighs as much as 51 percent less per horsepower, is smaller in size, has more versatility in application and whose appearance has been modernized.

Some idea of the size of the small motor market was given during a press preview of the new Form G motors by

R. C. Hanna, manager of marketing for the fractional horsepower motor department. To date, said Hanna, American firms have turned out over 350 million such motors, and the current production rate is about 40 million per year. Half of this output goes into the home and the remainder to offices, factories, and the farm. There are 700-odd applications for such motors and this figure is ever rising, Hanna said.

Brand Names Winner

Roy W. Springer of the Ross Electric Co., Superior, Wisc., has been selected as the "brand name retailer of the year" in the electrical appliance field and will be honored at the Brand Names Foundation's annual dinner in New York on April 16.

Other winners in the appliance field include O. B. Lank & Sons, Harrisburg, Pa., second place certificate; Apex Tire & Appliance Co., Pawtucket, R. I., third place certificate; and the Radio Center, New Orleans and Samsons in Milwaukee, certificates of distinction. The Radio Center won a similar award in last year's competition.

New Trade-in Guide

Over 9,000 models of refrigerators, ranges, vacuum cleaners, washers and freezers made by 78 manufacturers are included in the 1952 edition of the National Appliance Trade-In Guide published last month. The new edition contains over 200 pages and is priced at \$5 per copy (quantity discounts available). For further information, dealers should contact the National Appliance Trade-In Guide Co., 2132 Fordem Rd., Madison 4, Wisc.

Demo with Continental Touch



FRENCH-COOKING EXPERT Dionne Lucas, left, shows some of her handiwork to Mrs. Orvil Aronson and R. K. Daniel, advertising manager of Kelvinator's Detroit zone office. Daniel provided a complete Kelvinator-Morton kitchen for a series of classes on gourmet-type cooking being conducted in Detroit by Mrs. Lucas. Mrs. Aronson heads the college alumnae group sponsoring the classes.

Now! The smash hit of the show is
**packing 'em in
everywhere!**



Buyers called it the biggest gas range news in years! Dealers agreed it's the hottest traffic-builder in the industry!

And they were right! The fabulous Universal Marlboro with the exclusive Wheel-about cart is proving to be as sensational an attraction on dealers' sales floors as it was at the Winter Market.

Don't miss this golden opportunity to cash in on the No. 1 sales "plus" of 1952! Order now for prompt delivery.



A limited number
of Universal Gas Range
franchises are now available
in certain localities. Write,
wire or phone for
complete information.

it's the exclusive new
Universal gas range...with the
Wheel-about extra table top storage cart

CRIBBEN & SEXTON CO., 700 N. Sacramento Blvd.
Chicago 12, Illinois

RCA Victor Div.,
Radio Corp. of America



RAYMOND W. SAXON

In a realignment of sales and merchandising responsibilities in the home instrument department of the RCA Victor Div., Radio Corp. of America, Raymond W. Saxon, formerly staff assistant to J. B. Elliott, vice-president in charge of consumer products, has been named general sales manager of the department. Allan B. Mills, former sales manager, assumes the post of manager of the merchandising division of the home instrument department; H. M. Rundle, formerly manager of the merchandise division, is manager of the newly created product development division.

J. B. Ogden, who was field sales manager for the RCA Service Co., becomes field sales representative for air conditioners in the central and west central regions.

Proctor Electric Co.



JOSEPH TIERS



ROBERT DEWALT

Joseph Tiers has been promoted to the position of general merchandising manager of Proctor Electric Co. His former post, that of sales manager for distributor sales, has gone to Robert Dewalt, sales manager for the western region. W. G. Shoemaker is New England district manager.

Westinghouse Electric Corp.



R. J. SARGENT



ROBERT M. FICHTER

R. J. Sargent has been named manager of major appliances and R. M. Oliver manager of appliance specialties for the Westinghouse electric appliance division. Both are posts newly created in line with expansion. Sargent has been manager of the laundry equipment department. Oliver was vice-president and general sales manager of Proctor Electric Co. and, more recently, general merchandising manager

Fresh'nd Aire Div.,
Cory Corp.



HAYDEN KELLY

Hayden Kelly is new advertising manager for the Fresh'nd Aire Co. He was formerly associated with the advertising division of Hotpoint, Inc.

Schick, Inc.

Newly named eastern district sales manager for Schick, Inc., is Orville A. Petty, who comes from Embree Mfg. Co., where he was sales manager.

NEW POSITIONS

Sparton Radio-TV Div.,
Sparks-Withington Co.



WILLIAM B. FORS



R. M. OLIVER



CHARLES N. PRESNAIL

of Landers, Frary & Clark's electric housewares division.

Robert M. Fichter has been appointed sales promotion manager of consumer products, a new post. He was major appliance advertising and sales training manager at appliance division headquarters, a post which has been taken over by Charles N. Presnail, who was supervisor of laundry equipment advertising.

Seth Thomas Clock Div.,
General Time Corp.



R. C. CARMAN

R. C. Carman has been promoted to general merchandise manager of Seth Thomas. He has been merchandise manager of watches.

Morrison Steel Products, Inc.

John K. Farrar has been named acting sales manager of the Mor-Sun Furnace Div., Morrison Steel Products, Inc., to succeed Gene Brown, resigned.

Sessions Clock Co.

Charles L. Allen has been appointed manager of the marketing department of Sessions Clock Co. He was formerly manager of the Sessions timer division. Vernon A. Lee is new sales manager of the timer division. He was previously a sales engineer with Corning Glass Works.

Casco Products Corp.

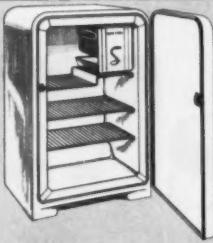


JOHN R. REIDY



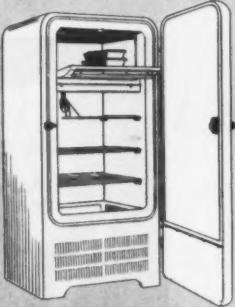
HARRY DAVIS

John R. Reidy has been named vice-president and general sales manager of Casco Products Corp., and a member of the board of directors. Succeeding him as sales manager of the home appliance division is Harry Davis, who was assistant sales manager of the division.



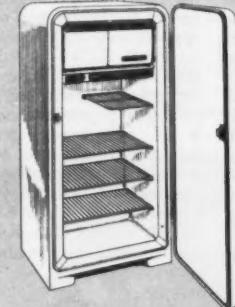
Model H552SC 5.5 cu. ft. Quicfrēz Refrigerator
38½" High, 24" Wide, 28" Deep (incl. hardware)

A natural for selling the small-kitchen market. New modern styling along sound functional lines. Cold-to-the-floor design. Full-width chest with 3 shelves. Full-width crisper drawer. Dual position Quic-Chill tray. Rust-proof adjustable shelves. Color-style interior. Automatic interior light. Two "Party" ice cube trays (1½ lbs. ice).



Model H601DC 6.0 cu. ft. Quicfrēz Refrigerator
31½" High, 24" Wide, 24½" Deep (incl. hardware)

Modern lines with full-length door. Full-width freezer chest with up to 32 lbs. frozen food capacity. Deep, easy-sliding chill tray. Space-saving removable shelves. Separate defroster. Automatic cold control. Automatic interior light. Soft, color-style interior. Two Free-Eze ice cube trays (4 lbs. of ice).



Model H721SC 7.2 cu. ft. Quicfrēz Refrigerator
31½" High, 24" Wide, 28" Deep (incl. hardware)

New cold-to-the-floor design with full-length door. Finger-latch. Extra large full-width freezer chest with up to 32 lbs. frozen food capacity. Dual position Quic-Chill tray. Rust-proof removable shelves. Color-style interior. Automatic interior light. Specially designed 11-point cold control. Fully hermetic system. Two Free-Eze ice cube trays (4 lbs. ice).



Model H741DC 7.4 cu. ft.
Quicfrēz Refrigerator
31½" High, 24" Wide, 28" Deep (incl. hardware)

Deluxe in everything but price. Cold-to-the-floor design. Full-length Handi-Der with 3 shelves. Full-width freezer chest with 32 lbs. capacity. Full-width crisper drawer. Dual position Quic-Chill tray. Rust-proof adjustable shelves. Color-style interior. Automatic interior light. 11-point cold control. Three Free-Eze ice cube trays (6 lbs. ice).



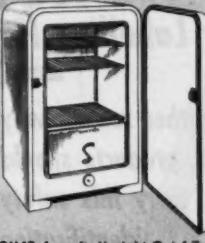
Step-Up FREEZER SALES

with

Quicfrēz

THE FIRST REALLY COMPLETE FREEZER LINE

From the new 4 cu. ft. upright to the new 20 cu. ft. chest style freezer, Quicfrēz is the first to offer complete coverage of your freezer market potential. With the model QU4B you can offer 200 lbs. of frozen food storage capacity in just 4½ sq. ft. of floor space. And . . . for growing families or large families . . . there are four, graduated Quicfrēz sizes in the 8.6 cu. ft., 13 cu. ft., 16.3 cu. ft. and 20 cu. ft. chest style freezers. Join the swing to Quicfrēz . . . the first complete freezer line for every purse and purpose.



Model QU4B 4 cu. ft. Upright Quicfrēz Freezer
38½" High, 24" Wide, 28" Deep (incl. hardware)

Most sensational development in freezer history. This 4 cu. ft. Quicfrēz is the very unit needed to round out the Quicfrēz line. Ideal for small apartments, dormitories and small home owners. Holds up to 200 lbs. of frozen foods. Styled for modern cabinet kitchens. Built for lasting and dependable trouble-free service. Competitively priced for any market.



Model Q86B 8.6 cu. ft. Quicfrēz Freezer
36½" High, 27½" Deep, 41" Long

Overall capacity of 29 lbs. of frozen food. Separate 2.2 cu. ft. fast freeze compartment. Removable counter-balanced lid. Automatic floodlight. 1 market, 1 separator and 1 divider . . . rust-proof. Smooth wrap-around cabinet with rounded corners inside and out. Coils on four sides plus bottom of fast freeze compartment.



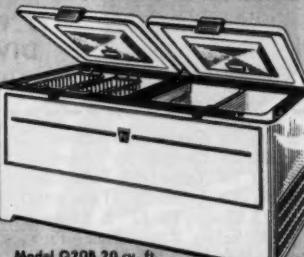
Model Q13B 13 cu. ft. Quicfrēz Freezer
36½" High, 27½" Deep, 51" Long

Stores up to 455 lbs. of frozen foods. Has 10.8 cu. ft. storage compartment with 2.2 cu. ft. fast freeze compartment. Beautiful modern styling with chrome trim and hardware. Cabinet with rounded corners. Automatic interior light. Counter-balanced lid. 2 baskets, 2 dividers and 2 separators. Freezing coils on all four sides plus bottom of fast freeze compartment.



Model Q163B 16.3 cu. ft. Quicfrēz Freezer
36½" High, 27½" Deep, 64" Long

Capacity of 566 lbs. of frozen foods with 14.1 cu. ft. storage and 2.2 cu. ft. fast freeze compartments. Modern functional styling with rounded corners . . . bright chrome trim and hardware. Counter-balanced lid with automatic floodlight. 2 dividers, 2 baskets and 2 separators. Coils on all four sides plus bottom of fast freeze compartment.



Model Q20B 20 cu. ft.
Quicfrēz Freezer
36½" High, 27½" Deep, 76" Long

Holds up to 700 lbs. of frozen foods with 17.8 cu. ft. storage and 2.2 cu. ft. fast freeze compartments. New modern styling. Chrome trim and hardware. Divided counter-balanced lids with automatic floodlight. 2 dividers, 2 baskets, 3 separators. Rounded corners inside and out. Coils on all four sides plus bottom of fast freeze compartment.



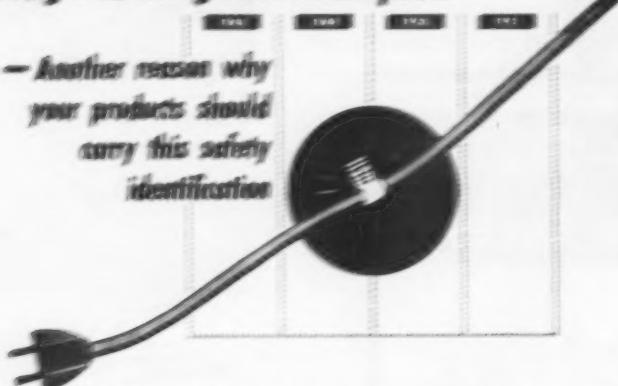
4 BIG REASONS WHY QUICFRĒZ IS YOUR BEST BUY

- Strong National Media Advertising Support
- New . . . Modern . . . Functional Styling Throughout
- Quality Built To Satisfy Your Customers
- Priced To Sell In Your Market

SANITARY REFRIGERATOR COMPANY
FOND DU LAC, WISCONSIN

HOW and WHY Flag Labelling Has Multiplied

— Another reason why
your products should
carry this safety
identification



Since 1948 — when manufacturers began identifying their Cord Sets and Power Supply Cords with the U.L. blue and green Flag Labels — use of this important safety identification has increased twenty-four fold!

Near million of cord sets and power supply cords on electrical equipment are bearing labels for the buyer's protection — "Inspected" — Underwriters' Laboratories, Inc.

Everyone who sells or uses electrical cords should do his progressive duty. For cords use the blue and green electrical service — and the Flag Label offers assurance of quality and dependability.

Appliance manufacturers, distributors and dealers are invited to participate in the Safe Electrical Cord Program. Full participation is available. Write to International Association of Electrical Inspectors, 8112 N. Michigan Ave., Chicago, Illinois or The Safe Electrical Cord Committee, 1025 East 42nd St., New York 17, N.Y.



Equip Your Products With Safe Electrical Cord Sets Bearing The FLAG LABEL

Cooley Div.,
Aveco Mfg. Corp.



W. H. BILES



E. W. GASKINS



R. F. SHUGMAN



LAWRENCE R. WELLS

Cooley Div. of Aveco Mfg. Corp. announced the creation of two separate sales organizations, one for refrigeration and appliance and one for television and radio. Both will be under the direction of W. H. Biles, vice-president of Aveco in charge of Cooley sales. R. F. Shugman, in addition to his responsibilities as assistant general manager, will coordinate all television and radio functions. Howard Smith, who has been assistant general sales manager, has been appointed assistant to the general manager on special assignments. F. J. Duggan, a general sales manager for refrigeration and appliance, and E. W. Gaskins

have been general sales manager for television and radio. Lawrence R. Wells has been named merchandising manager of the freezer sales section. Other appointments at Cincinnati headquarters are R. K. White, assistant general sales manager in charge of coordinating general advertising, promotional and public relations activities, and R. H. Schneberger, general service manager. In the field, M. R. Hodges, a western divisional sales manager for appliances, T. H. Watson, eastern divisional sales manager for appliances, and H. E. McCullough has been appointed field sales manager for television and radio.

GLAMORIZE YOUR DELIVERIES

It shows what you think of your merchandise

What it means to YOU

- Customers say, "How nice you handle your merchandise" . . .
- Customer does not look for scratches on these kind of deliveries . . .
- Clean appliances in your store and set them in customer's home spotless.

Mr. Dealer — you have a wonderful opportunity to build good will plus getting your store recommended to your customer's friends.

IT PAYS BIG DIVIDENDS Order Today

- 300 TV Cover 31" cover \$16.50
- 300 TV Cover 36" cover 18.95
- 300 TV Table 17" Table cover 9.50
- 300 TV Table 20" Table cover 12.50
- 222 Combi. TV 42" & Range cover 15.95
- 200 Refrig. 6 to 12" cover 21.95
- 300 E-ZEE-LIFT Handling Kit 12.95
- 100 E-ZEE-LIFT Handling Kit 19.95

Send for catalog
immediate delivery or check or C.O.D. orders

NEAL PRODUCTS CO.

Marlboro, N.J., Massachusetts



Biglite Corp.



STANLEY C. BENLAUTH

A. C. Gilbert Co.



EDMUND J. MOLLOY

Stanley C. Benlauth has been named vice-president of Biglite Corp. Formerly vice-president of Estate Home Co. and vice-president of Grand Home Appliance Co., he was most recently general regional manager of General Electric's air conditioning and heater division.

Edmund J. Molloy, former chief of the NPA electric housewares section, consumer durable goods division, in Washington, has been named sales manager, electrical division, for A. C. Gilbert Co. Earlier Molloy was advertising and sales promotional manager for Chicago Electric Mfg. Co.

sellings' easier...

when you sell the HOOVER®



*The new and popular Hoover
Aero-Dyne Tank Cleaner—easiest
cleaner in the world to empty.*



Hoover Cleaners are easier to sell simply because they are Hoovers.

People know their record for long life and dependable performance. They trust the Hoover name.

And both in tank-type and upright cleaners, Hoover gives you exclusive, sales-clinch-

ing features to point to and demonstrate.

Hoover's patented Dirt Ejector makes the Hoover Aero-Dyne the world's easiest cleaner to empty. And the Hoover Triple-Action upright is the only cleaner in the world that gives its owners 3-way cleaning. Only Hoover—*beats, as it sweeps, as it cleans.*

*World famous Hoover
Triple-Action Cleaner—
the only cleaner that beats,
as it sweeps, as it cleans.*



THE HOOVER COMPANY
North Canton, Ohio • Hamilton, Ontario, Canada • Perivale, England

Model 748 illustrated can be had with automatic timer.

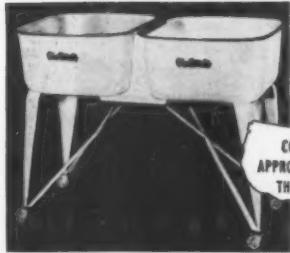
Five rugged models insure dealer profit

One Minute

AND EACH HAS THAT LIFE-TIME GEAR

Five beautiful washer models—five extra opportunities in five price ranges for greater profit BECAUSE THERE'S LESS SERVICE—MORE CUSTOMER SATISFACTION when you handle the One Minute line.

Fast Moving Profit Items



Illustrated here is beautiful De Luxe Double Tub finished in gleaming white enamel. Also sturdy, galvanized tubs. Single or double models.

Write or wire for attractive proposition.

CONSUMER APPROVAL ACROSS THE NATION

One Minute

WASHER CO
KELLOGG IOWA

WRITE TODAY FOR PRICES

NEW HAVEN QUILT & PAD CO.

PADDED TV COVERS

Eliminate Damages
FOR ALL SIZE TV SETS



For

Combinations
Consoles
Table Models

COMBINATION: 41" H, 44" W, 27" D
CONSOLE: 40" H, 31" W, 27" D
TABLE MODEL: 24" H, 25" W, 25" D

These waterproof covers completely cover all sets. Combination and console covers have a 2" web strap with adj. cadmium plated slide buckle, tie tapes at back. Table model has tie tapes at both sides.

NEW HAVEN QUILT & PAD CO
121 Franklin St., New Haven 1, Conn.

- AN AUTOMATIC SAUCEPAN
- AN AUTOMATIC CASSEROLE
- AN AUTOMATIC ROASTER
- A FOOD WARMER, TOO

America's
Finest



It's round • Seamless •

Easy to clean • Made from stain-proof aluminum •
Spatter-proof cover • Self-Draining frying basket •
Larger capacity • Removable element • Full-view pilot light • U.L. approved.

GIFT WRAPPED READY TO SELL

List \$26.95 (including excise tax)

ORDER SAMPLE TODAY

DEPT. B-4

THE BURPEE CO., BARRINGTON, ILL.

Fada Radio & Electric Co., Inc. Appliance Mfg. Co.



D. W. MAY



JULES ALEXANDRE

D. W. May has joined Fada Radio & Electric Co., Inc., as general manager of the metropolitan division, with headquarters in New York. May was most recently eastern regional manager of Hoffman Radio Corp., and previously owned his own distributing firm.

Jules Alexandre has been appointed sales manager of Appliance Mfg. Co. Alexandre was recently vice-president and general manager of S. S. Fretz, Inc., Philadelphia distributor, and previously operated his own distributorship, Jules Alexandre, Inc., in Harrisburg, Penna.

Murray Corp. of America



PAUL R. COPELAND, JR.

New advertising and sales promotion manager of the home appliance division, Murray Corp. of America, is Paul R. Copeland, Jr. He was advertising manager of National Sugar Refining Co.

Temco, Inc.



HAROLD TWITTY

Harold Twitty has been appointed advertising manager of Temco, Inc. A former account executive, he has more recently been a newspaper reporter and free-lance magazine writer.

Hotpoint, Inc.

Robert E. Poll is resuming his position as Minneapolis zone manager for Hotpoint, Inc., after U. S. Army duty.

American Kitchens Div.,
Avco Mfg. Corp.



MACK JOHNS

Mack Johns has been appointed field sales manager for American Kitchens Div., Avco Mfg. Corp. He was formerly central regional sales manager, a post which now goes to Joe Guertin, previously Chicago district manager.

Zenith Radio Corp.



ROBERT C. WALLACE

Robert C. Wallace has been named merchandise manager for Zenith Radio Corp., and will continue his present duties in connection with Zenith war contracts. He was formerly sales manager of the Chicago branch.



You can help maintain steel production . . . for military and civilian needs . . . by salvaging your iron and steel scrap—*now* and regularly.

Steel mill productive capacity is being constantly increased, and we can meet military and civilian demands . . .

If we all pitch in and turn in our iron and steel scrap

Scrap is the scarce commodity. The amount of *working* scrap—the wastes of metal-working, such as

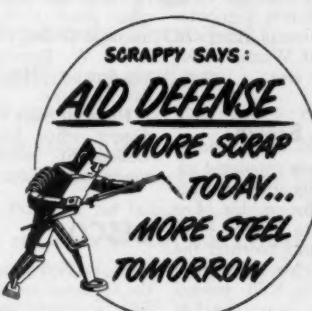
NON-FERROUS SCRAP IS NEEDED, TOO!

This advertisement is a contribution, in the national interest, by

McGRAW-HILL PUBLISHING COMPANY, INC.

330 WEST 42nd STREET

NEW YORK 36, N. Y.



DISTRIBUTOR NEWS



PERSONALIZED CONSULTATION in arranging a G-E dealer franchise renewal is the keynote of a plan developed by Orkil, Inc., Connecticut distributor. Dealer Kenneth Drager of Hartford (right) is shown meeting with Orrin P. Kilbourn (left), president of Orkil, and Raymond Winialski, his sales counselor.

Orkil Tries New Dealer Franchising Plan

A new method of renewing G-E dealers' franchises has been put into operation by Orkil, Inc., distributors of Hartford and Bridgeport, Conn. Dealers visit the distributor's showroom and offices individually at an appointed time. When a dealer arrives, he is welcomed at the registration desk, where he is greeted by his sales counselor. He gets a private viewing of the 1952 G-E line, with

features explained. Then the dealer and sales counselor meet with Orkil key personnel of different departments, to discuss each phase of dealer operation according to points raised on a check sheet. Finally the Orkil executive, the sales counselor and the dealer, on the basis of all the conferences, project a workable program for the coming year, to complete the personalized consultation service.

True's Distributing Co.

True's Distributing Co. of Spokane, Wash., has recently moved into its new 25,000-sq. ft. office and warehouse building at N730 Hamilton St. Warehouse, salesrooms, service and parts departments are provided. The large display room has a stage and is wired for demonstrating kitchens and laundry equipment. Floors are wired for radiant heat. The firm distributes Apex appliances, Coolerator, American Kitchens and Stewart Warner radios in the Inland Empire area.

Sues, Young & Brown

Ashby Starr has been appointed advertising and sales promotion manager by Sues, Young & Brown, Inc., Los Angeles distributor, to succeed Peter Frank, who is resigning to enter the pharmaceutical field. Mr. Starr, until his appointment with SYB, headed his own advertising agency in Los Angeles.

Bard, Inc.

J. Warren Tracy, vice-president and treasurer of Bard, Inc., Columbus, Ohio, distributor, has purchased the controlling interest in the company from R. T. Bard, former president and major stockholder, who is retiring.

Tracy has been elected to succeed Bard as president. The firm is General Electric distributor in central Ohio.

Hoffman Sales Corp.

Two new appointments have been made in the San Francisco district office of Hoffman Sales Corp., Hoffman television distributors. Richard A. Scott, in the Los Angeles district office since 1948, becomes general manager of San Francisco operations. Byron W. Brown, who also joined the firm in 1948, is sales manager in San Francisco.

Hoffman Sales Corp.'s Los Angeles district office has moved to 426 College St., where it has 30,000 square feet of floor space.

GESCO

R. R. Southwick, associated with the appliance industry since 1928, has been appointed appliance sales manager of General Electric Supply Corp., Miami, Fla.

Igoe Brothers

Hugh A. Cole has been named assistant general manager of Igoe Brothers, Inc., Newark, N. J. He will combine his new duties with those of advertising manager.

Gross Distributing Corp.

Gross Distributing Corp., Newark, N. J., announces the appointment of William F. Carhart, Jr., as assistant sales manager. He has served as district representative and sales promotion manager.

Reinhard Brothers

Reinhard Brothers Co., Minneapolis, Minn., has announced a number of changes in executive personnel. E. L. Davis, who has been president of the company for the last three years, becomes chairman of the board of directors, succeeding A. C. Reinhard, Sr., who is retiring. A. C. Reinhard, Jr., who has been with the firm for 18 years becomes president. James L. Pause, who has been vice-president and sales manager of the household appliance division, succeeds Reinhard, Jr., as vice-president and secretary. Other officers and directors of the company remain the same.

Strong, Carlisle & Hammond

Strong, Carlisle & Hammond, Philco distributor in Ohio, has organized a new branch to serve the Akron territory on Philco products. Charles Breckheimer, who has been a Philco district representative, heads the new division.

Alamo Distributing Co.

General H. Custer has joined Alamo Distributing Co., San Antonio, Tex., as sales manager. From 1944 to 1948 he headed Major Distributing Co. in Cincinnati, and more recently was a representative for Dexter Washing Machine Co. and Tennessee Stove Works.

Philco Distributors, Inc.

Leonard Kercheval, Jr., an outside salesman of Philco for the past several years, has been promoted to the position of sales manager of the appliance division of Philco-Los Angeles.

Ronald D. Robbins, assistant advertising manager of Philco's Chicago division, has resigned to join the U. S. Air Corps. No successor has been appointed.

Dulaney's

Paul Davis, who joined Dulaney's, Oklahoma City, Okla., six years ago as sales manager, has been named vice-president and general manager. In turn, he has announced other appointments. Jordan B. Reeves, former territory salesman, is now sales manager in charge of the four major appliance lines. A. V. Williamson, formerly district and regional manager for washer lines, is in charge of the Oklahoma City and Tulsa areas on the International Harvester line and ABC washers. Louis W. Pyle has been named a territory salesman, and R. E. Lawyer is new manager of parts sales.

RCA Victor Distributing

New sales manager for the appliance division of the RCA Victor Distributing Co., Buffalo, N. Y., is James Ferrel. He was appliance sales manager for another Buffalo distributor for 13 years.

WESCO

At Westinghouse Electric Supply Co. headquarters in New York, T. B. Kalbfus has been appointed general radio-TV sales manager replacing H. H. Silliman, who has resigned.

In the New England district, C. H. Whiteacre succeeds W. A. Rossiter as manager of the Manchester, N. H., branch, and C. A. Rivers becomes district stores manager.

In the eastern district, R. L. Richards is now district specialties sales manager, M. E. Fine succeeds him as district sales promotion manager, consumer products, and H. LaGue is branch manager, consumer products, of Long Island City, N. Y.

In the central New York district, J. Mark Lyman has been appointed sales promotion supervisor, and T. D. Brown is manager of the Watertown branch.

Electrical Wholesalers

Otis M. Jackson, formerly vice-president of Gilham Electric Supply Co., has been made manager of the merchandise department of Electrical Wholesalers, Atlanta, Ga.

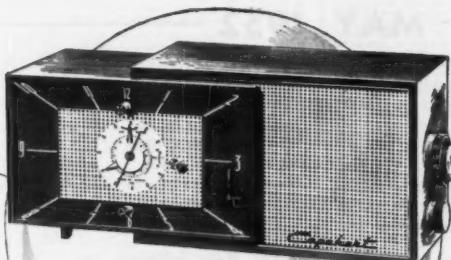
H. Schultz & Sons

Over 100 housewares and hardware manufacturers participated in a three day spring merchandise show held last month in the Newark, N. J. Armory under the sponsorship of H. Schultz & Sons, Newark distributors. The show ran from March 23 through March 25 and drew approximately 7,000 persons.

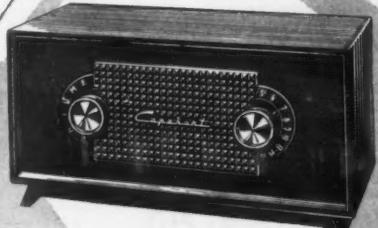
Takes N.Y. G-E Post



GLEN R. BROWNBACK has been appointed manager of the New York branch of General Electric Appliances, Inc., succeeding Earle Poorman, who has retired after 34 years with G-E. Brownback was manager of the St. Louis branch, where William B. Frogue takes over.



The CAPEHART Clock Radio. The fastest selling clock radio on the market—the most wanted, the highest-styled now available. Beautiful plastic cabinet in choice of colors. Only \$49.95*



The CAPEHART Table Radio—True Capehart quality in miniature. Distinguished design beyond compare. Unbelievably beautiful tone. Choice of colors. Only \$32.95*



The CAPEHART Personal Portable Radio. Plays where you play. Handsomely styled to lead its field in looks and performance. Modern design in choice of colors. Only \$29.95*

Capehart

SALES GOING UP!

Get set with goods that SELL
in the selling season

• Here they are—"small goods" items that mean more profits for you! There's nothing else like them on the market. None can match the Capehart Clock Radio, the Capehart Table Radio and the Capehart Personal Portable for beauty of design . . . for reliable performance. None can touch them as sure sight-sellers. Be sure your stocks are adequate for the selling season ahead. Check your Capehart distributor or write to Fort Wayne.

CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation

*Prices for Zone 1.



INDEX TO ADVERTISERS

MAY, 1952

A-P Controls Corp.	176	Frigidaire Div., General Motors Corp.	239	McGraw Electric Co., Toastmaster Products Div.	119	Seth Thomas Clocks	218
Add Sales Co.	228			Mend-it Sleeve Mfg. Co.	257	Signal Electric Mfg. Co.	150
Admiral Corporation	189			Merchandise Mart, The	195	Silent Sioux Corporation	242
Advertising Council, The	253			Metal Ware Corp., The	214	Silex Co., The	192
American Electrical Heater Co.	6			Minar Products Inc.	203	Son-Chief Electrics, Inc.	196
American Telephone & Telegraph Co.	178			Minneapolis-Honeywell Regulator Co.	193	Sparton Radio-Television	200
Ampro Corp.	56			Mitchell Mfg. Co.	197	Spencer Thermostat Div. Metals & Controls Corp.	156, 186
Apex Electrical Mfg. Co., The	Inside Front Cover			Modern Water Equipment Company	246	Stevens Appliance Truck Co.	242
Appliance Mfg. Co.	16			Moellenbrock & Wilkie Mfg. Co.	257	Stromberg-Carlson Co.	21
Armco Steel Corp.	114			Monark Silver King, Inc.	202	Successful Farming	120
Armstrong Products Corp.	232			Morton Mfg. Co.	42	Sutton Corp., The O. A.	61
Arvin Industries, Inc.	175, 222			Motorola Inc.	54, 55, 144, 145	Sylvania Electric Products, Inc., Radio & Television Div.	115, 169
Astral Industries, Inc.	229			Murray Corp. of America, The	22		
Bendix Home Appliances, Div. Avco Mfg. Corp.	7						
Berns Mfg. Corp.	174						
Better Homes & Gardens	124, 125						
Birtman Electric Co.	191						
Blackstone Corp.	58, 59						
Burpee Co.	252						
Calgon, Inc.	187						
Capehart-Farnsworth Corp.	255						
Carrier Corp.	158						
CBS-Columbia	164, 165						
Cemco Industries, Inc.	232						
Chevrolet Div. General Motors	60						
Chicago Sun-Times	182						
Chicago Tribune	116, 117						
Clements Mfg. Co.	8						
Columbus Wire & Supply Co.	246						
Commercial Credit Corp.	24						
Copeland Displays, Inc.	244						
Cory Corp.	110						
Country Gentleman	32						
Cribben & Sexton Co.	247						
Crosley Div. Avco Mfg. Corp.	179						
Deepfreeze Appliance Div., Motor Produces Corp.	50, 51, 53						
Delco Products, Div. General Motors Corp.	127						
Dodge Corp., F. W.	240						
Dormeyer Corp.	140, 141						
Driver-Harris Co.	130						
Dry-R-X Co.	244						
Dulane, Inc.	68						
DuMont Laboratories Inc., Allen B. Television Receiver Div.	213						
du Pont de Nemours & Co., (Inc.)							
E. I. Finishes Div.	69						
Eastern Metal Products Co.	246						
Easy Washing Machine Corp.	147						
Ebco Mfg. Co., The	10						
Electrical Merchandising	206, 207						
Eureka Williams Corp.	14, 15						
Evans Products Co.	62, 63						
Fasco Industries Inc.	220						
Feeders-Quigan Corp.	38, 39						
Foster Refrigerator Corp.	234						
Fresh'n-Aire Company, Div. Cory Corp.	101, 102, 103, 104, 105, 106, 107, 108, 109						
Frigidaire Div., General Motors Corp.	239						
G. L. Electric Co.	244						
Gas Appliance Mfrs. Assoc., Inc.	233						
General Die and Stamping Co.	257						
General Electric Co., Electronics Div.	30, 31						
Major Appliance Div.	152, 153						
Receiver Dept.	11						
Small Appliance Div.	44, 45, 46, 47, 172, 173, 205						
General Floorcraft, Inc.	223						
General Mills, Appliance Dept.	18, 19						
Gibson Refrigerator Co.	4						
Good Housekeeping	221						
Grainger, Inc., W. W.	226						
Gray & Dudley Co.	188						
Hallicrafters Co., The	9						
Hamilton Beach Co., Div., Scovill Mfg. Co.	162						
Harrison Steel Cabinet Co.	208						
Hobart Mfg. Co., The Kitchen-Aid Home Dishwasher Div.	36						
Holcomb & Hale Mfg. Co., Inc.	190						
Home Owners' Catalogs	170						
Hoover Co., The	166, 167, 215, 251						
Hotpoint Inc.	92, 93						
Household Magazine	20						
Hunter Fan & Ventilating Co.	13						
Hytron Radio & Electronics Co.	177						
Inland Steel Container Co.	49						
International Telephone & Telegraph Corp. (Coolerator Div.)	70						
Jackes-Evans Mfg. Co.	33						
Keen Mfg. Co.	257						
Kelvinator, Div. of Nash-Kelvinator Corp.	Back Cover						
Knapp-Monarch Co.	65						
Kresky Mfg. Co., Inc.	209						
Ladies' Home Journal	23						
Landers, Frary & Clark	25, 26, 27						
LaPointe-Plascomold Corp., The	204						
Lau Blower Co., The	28						
Lever Bros. Co.	97						
Lewyt Corp., Vacuum Cleaner Div.	91						
Life	184, 185						
Lindermann & Hoverson Co., A. J.	118						
Lovell Mfg. Co.	Inside Back Cover, 134						
Magic Chef, Inc.	57						
Manitowoc Equipment Works	17						
Mard	257						
Markel Electric Products, Inc.	230						
Maytag Co., The	160, 161						
McCall's	52						
McGraw Electric Co., Clark Div.	171						
Safe Electrical Cord Committee, The	250						
Sanitary Refrigerator Company	249						
Saturday Evening Post	245						
Schwitzer-Cummins Co., Ventilating Div.	168						
Searchlight Section	257						
Self-Lifting Piano Truck Co.	257						
Sentinel Radio Corp.	198						
Servel Inc.	64						

SEARCHLIGHT SECTION (Classified Advertising)

H. E. HILTY, Manager

EMPLOYMENT

Selling Opportunities Offered... 257

Selling Opportunities Wanted... 257

BUSINESS OPPORTUNITIES Offered

257

This index is published as a convenience to the readers. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.

SEARCHLIGHT SECTION

Classified Advertising

"OPPORTUNITIES"

RATES: UNDISPLAYED

\$1.80 a line, minimum 3 lines. To figure advance payment, count 3 average words as a line. DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions. POSITION: **SELLING OPPORTUNITY** Selling Opportunity undisplayed advertising rate is one-half of above rate, payable in advance. BOX NUMBERS—Count as 1 line.

REPLIES (Box No.): Address to office nearest you
NEW YORK: 330 W. 42nd St. (36)
CHICAGO: 520 N. Michigan Ave. (11)
SAN FRANCISCO: 48 Post St. (4)

SELLING OPPORTUNITY WANTED

EXPORT DISTRIBUTOR—with warehouses in Miami and sales force calling on Furniture Trade, Department Stores, Hardware and Appliance Stores, etc. in the United States, Columbia, Haiti, Puerto Rico and other Latin American countries seeks Exclusive lines of gas ranges, refrigerators, washers, etc., fans, television, radios, etc. Other lines, small appliances. Will deal only with manufacturers, no export agencies or jobbers please. Will furnish full particulars and excellent references on request. Kindly reply to RA-3557. Electrical Merchandising.

MANUFACTURER'S AGENCY

Desires Additional Lines

Southeastern States

Experienced, Active, Aggressive and Successful. Persons: Help wanted: Leading Wholesalers. Associates in Principal Cities. Warehouse facilities available. New Accounts Guaranteed. RA-3011, Electrical Merchandising 330 W. 42 St., New York 36, N. Y.

ATTENTION MANUFACTURERS

A top Sales Representative with outstanding sales and merchandising experience now open for additional line of quality Electric Houseware in Michigan to help expand your market. We are a leading hardware, drug and variety field. For more details write

RA-3578, Electrical Merchandising

520 N. Michigan Ave., Chicago 11, Ill.

Wholesale and Retail Establishment

New appliances and parts. Refrigerators and serving units, cleaning and washing machines. Ready opportunity for someone who wants to expand in business. Established in business section of Chicago 30 years. Retiring \$15,000 cash.

RA-3101, Electrical Merchandising

520 N. Michigan Ave., Chicago 11, Ill.

New Advertisements

received by April 14th will appear in the May issue subject to limitations of space available.

Classified Advertising Division

ELECTRICAL MERCHANDISING

330 W. 42nd St., New York

WANTED NEW ELECTRICAL PRODUCT TO MANUFACTURE AND MARKET

By well established, medium size, independent manufacturer of electro mechanical devices. Has national distribution through finest hardware, electrical distributors, department stores, mail order houses. Interested in new product to make and market.

Basis outright sale or royalty.

BOX BO-2984 ELECTRICAL MERCHANDISING, 330 W. 42nd St., N. Y. 36, N. Y.

BUSINESS EQUIPMENT

PERSONNEL

SELLING FINANCIAL

OPPORTUNITIES

May Be Sought From, or Offered To, the Readers of This Publication Through Its Classified Section
The Searchlight Section

MERCHANDISING SUPPLEMENT

Keen's Model EBC Brainy Adjustable Mover. New and convenient in moving appliances to homes and stores. Lifts and carries without marring floors, woodwork or painted surfaces. That which makes it unique is the new Model EBC Adjustable Hand Truck. It has a large handle on the base plate aids loading appliances onto delivery truck; 2" wide swivel casters and 3 5" wheels which permits use on any type of surface. Leverage buckle can be tightened quickly in desired position. Endless belt tread will span any stair riser. Light in weight and strong. Made of magnesium, curved and upright members rubber padded. Weight 35 lbs. Write for catalog.

503 Dogwood, Harlingen, Texas

CUT delivery time. **SAVE** unnecessary damage and work with the YEATS APPLIANCE DOLLY.

Second story deliveries are no problem when you use the dolly with the easy-does-it features. Aluminum alloy frame, 58" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

→ 14" Web strap fastens appliances tight with the patented (30 second action) strap ratchet — a Yeats exclusive.

→ Caterpillar STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. Write for full information.

Yeats Appliance Dolly Sales Co.

2124 N. 12th St.
MILWAUKEE 3, WIS.

HAND TRUCKS

For Delivering . . .



WRITE FOR COMPLETE CATALOG

MOELLENBROCK & WILKIE MFG. CO.
WASHINGTON, MO.

NEW WASHING MACHINE

Parts Manual & Catalog

The greatest thing to hit the service field. Over 800 illustrated pages—every part for every machine. You'll wonder how you did without it. Cost over \$100,000. Costs you, prepaid, \$5.

Request Closeout Bulletin

MARD
10 S. 2nd Ave. Mt. Vernon, N. Y.

MEND-IT SLEEVE
Permanently repairs broken solea on electric dryers, irons and industrial equipment. Splices and connects all types of metal, plastic, vinyl, cloth, and all similar uses. Made in 8 sizes.

Time-Tested Quality—Approved—Write for Catalog

MEND-IT SLEEVE MFG. CO.
136 Benito Av., Piedmont 11, Calif.

HAND TRUCKS for Safe & Easy handling of
RANGES, REFRIGERATORS,
DEEP FREEZE AND AIR
CONDITIONING UNITS,
RADIO & TELEVISION
SELF-LIFTING PIANO TRUCK CO.
FINDLAY, OHIO

This MERCHANDISING SUPPLEMENT Section is an adjunct to other advertising in this issue with these additional announcements of products and services of special interest in the sale and distribution of electrical appliances and in other merchandising opportunities.

Electrical Merchandising

Modern Appliance Displays Need LIGHTED MOTION!

The Action
Display-Way
To Boost
Your Sales!

Roto-Sho
ELECTRIC TURNTABLES
THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 713 ROTO-SHO: illuminated, reversible, 3 speeds, minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!

• Carries up to 200 lbs
• Lights turn with table
GENERAL DIE AND STAMPING CO.
Integrity Since 1919
Dept. 63, 267 Mott St., New York 12, N. Y.

Roll 'em with ROLL-OR-KARI DUAL TRUCKS
For easy and quick handling.
RANGES, FREEZERS, REFRIGERATORS.
Patented Step-On Lift
Folding Handles.
Cap. 1,0000 lbs.—
Ship wt. 14 lbs.
Write Dept. B

ROLL-OR-KARI CO.
Manufacturers ZUMBEROTA, MINNESOTA

TV Margins



THREE is a rising tide of resentment among groups of independent appliance and radio dealers on the subject of television margins. What at one time looked like a golden opportunity to participate in a prosperity comparable to the radio boom of the '20's, has developed in three short years into a competitive struggle that has squeezed profits to the vanishing point. In fact, hundreds of responsible dealers today are openly questioning continuing in the TV business.

This is a serious situation because independent dealers represent the very backbone and guts of television distribution, selling and servicing. They have invested substantially in display space, inventory, sales personnel, advertising, delivery equipment and service facilities. They have reputations to protect in their respective communities. But they know their costs of doing business and the plain fact of the matter is that those costs and the margins on TV are just about equal. A business is a commercial venture operated for profit. It must make that necessary profit, or cease to be a business. Profits may be slim yet still exist providing there is a fast rate of turnover; but when the turnover rate slows down and very nearly stops, even slim profit margins are quickly translated into losses.

We know that, even since its auspicious beginnings, television margins have been lower than those on white goods. They averaged about 28 percent compared to about 36 percent on appliances. But in the early days, public demand was so voracious that turnover was constant; today it has slowed drastically. Three years ago, the public would pay any kind of price for a set; today, with most metropolitan markets on the way to saturation, they are becoming increasingly price-conscious. Three years ago there were no restrictions on credit terms; today, 15 percent of the purchase price must be paid down and the balance collected in 18 months. Three years ago, trade-ins were unheard of; today a large portion of the business involves a trade-in allowance on

the old set. In addition, the past three years have seen increases in the costs of labor, of rents, of equipment and parts and other important items.

The whole problem is further complicated by manufacturers' warranties and government excise taxes—two additional assessments that, in many cases, have to be collected by the dealer. Depending on the manufacturer's policy, sometimes one or the other of these two assessments are included in the retail price. But a large area of disagreement exists in the trade on the handling of warranties and taxes. Dealers complain of having to pay freight and handling costs on parts returned under provisions of replacement warranties. Some dealers even question whether they should be obliged to purchase a parts warranty on every set sold if they are willing to assume the responsibility themselves. Certainly, in one area dealers seem agreed. A recent survey by the National Appliance and Radio Dealers Association revealed that 81 percent of the membership were in favor of manufacturers including both excise taxes and warranty charges in the list price at no reduction in the dealer's margin. The same association's most recent study on the cost of doing business showed that the average dealer's cost was 24.8 percent. It is not difficult to see what they are up against when margins for table model TV sets range from 21 to 25 percent and margins for consoles lie between 25 and 29 percent.

To be sure, the thawing of the FCC freeze will open up new stations and new markets; color may be freed of its wartime shackles and customers may begin buying with all their original enthusiasm. But these rosy developments still belong to the future and do not answer the dealer's immediate and pressing problem: television is becoming unprofitable to handle. It is a matter which should not be lightly dismissed. It should receive the serious attention of manufacturers and distributors alike, because the whole structure and future of the television distribution industry is at stake.

Laurence Wray

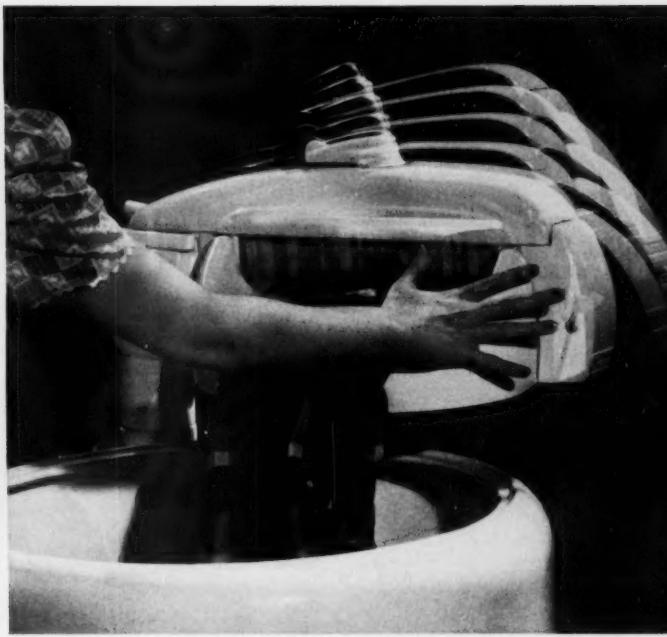
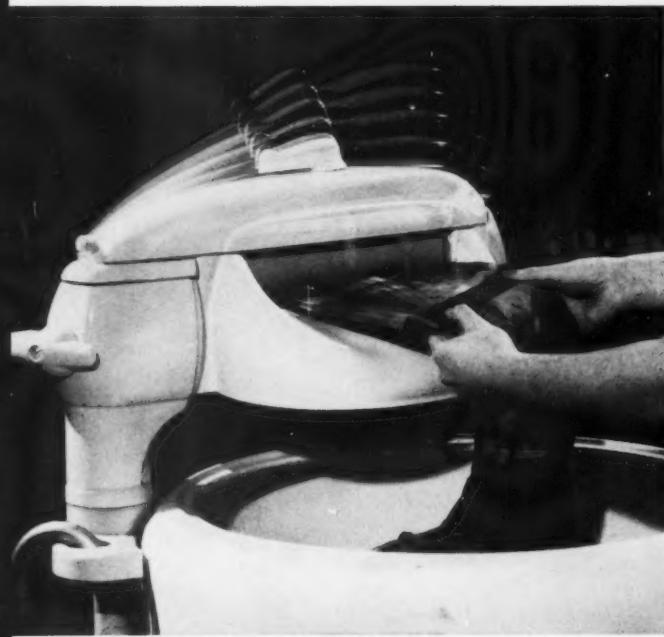
EDITOR

A PULL OR A PUSH

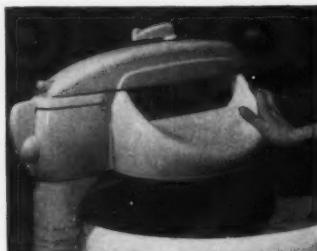
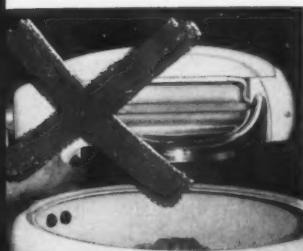
on the clothes *on the frame*

RELEASES THE PRESSURE

New addition to Lovell "Instinctive" wringer line makes it possible for any wringer-washer to have safety without stopping to think!



JUST A PULL ON THE CLOTHES going through the new Lovell 62 Instinctive wringer releases the pressure on the rolls instantly. It's safety without stopping to think!



. AUTOMATIC INDEXING, TOO! With the new Lovell 62 Instinctive wringer, there's no old-fashioned position lock to grope or fumble for. It has automatic indexing! Just turn off the rolls; then give the wringer a gentle push to the next operating position.

2. A PUSH ON THE WRINGER FRAME also instantly releases the roll pressure. It's the first time in wringer history that roll pressure can be released without pushing a bar or a button.

The outstanding success of the Lovell 77 Instinctive wringer, found on top models of America's leading washers, has led Lovell to introduce another instinctive wringer. It's the Lovell 62 Instinctive wringer, designed to extend the instinctive principle to additional wringer-washer models.

The 62 gives safety without stopping to think in a new way—by releasing roll pressure automatically with (1) a pull on the clothes or (2) a push on the frame. Release button above control handle is for use when rolls are not turning. The new Lovell 62 will mean extra wringer-washer sales. Be ready to get your share by learning its features now!



PRESSURE CLEANSING WRINGERS

LOVELL MANUFACTURING CO. • ERIE, PA.

Also makers of automatic drying units

WRINGER-TYPE WASHERS ARE YOUR BREAD AND BUTTER . . . THE BEST ARE LOVELL-EQUIPPED



The Best Things Come In Pairs This Year . . .
Two Kelvinator Two-Door Refrigerators!

WHEN KELVINATOR introduced Model MT, the "Twin Control" refrigerator-freezer with the "Humidiplate", Kelvinator retailers had the finest in foodkeeping ever achieved. Here, for the first time, was separate control of the cold in the freezer, plus complete control of both cold and moisture in the refrigerator.

Now Kelvinator follows this success with the brand-new two-door Model KT. This new model is identical with the 12 cu. ft. MT, except that it has 9.4 cu. ft. capacity . . . and is priced in the popular-price bracket to give sensational new sales power to Kelvinator retailers!

With this brilliant new addition to the Kelvinator family, the retail salesman has a line to meet *every* customer request. He has *three* de luxe models in the 11-12 cu. ft. bracket, including a two-door model and one "Magic Cycle" self-defrosting model. *Four* models in the popular-price bracket, with one two-door model and one "Magic Cycle" self-defrosting model. And *two* cold-clear-to-the-floor models for the low-price market.

Here is double fulfillment of Kelvinator's pledge of "retail-mindedness". And proof, again, that the Kelvinator franchise is the most valuable in the appliance industry.

*Patent applied for.

THERE IS A BETTER REFRIGERATOR . . .

IT'S ***Kelvinator***

THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY
ELECTRIC REFRIGERATORS...RANGES...FREEZERS...WATER HEATERS...AIR DRIERS

KELVINATOR • DIVISION OF NASH-KELVINATOR CORPORATION • DETROIT 32, MICHIGA